TECHNOLOGY DEPT.

DECEMBER 25, 1950

BROADCASTING TELECASTING

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THIS ISSUE

INDUSTRY
OOK FOR 1951
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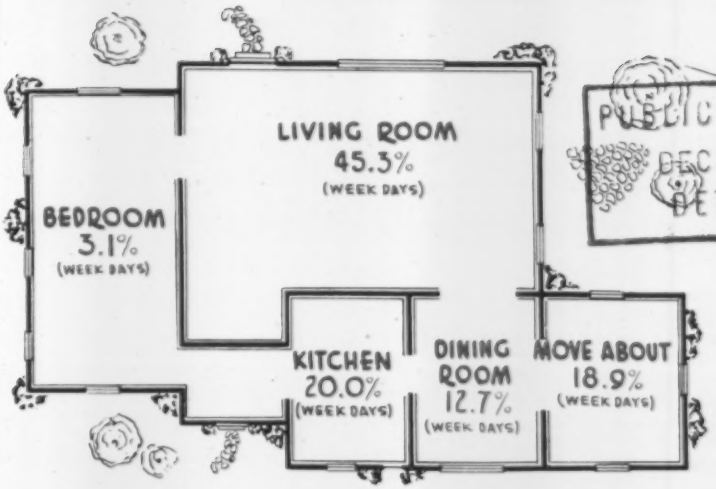
20TH
Newsweekly
Radio and
Television.
year
Annually
cents weekly

IOWA PEOPLE LIVE WITH RADIO!



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DEC 27 1950
DETROIT

One of the reasons why radio is so productive in Iowa is that listening is more than leisure-time entertainment. Our people *live* with radio. The 1950 Iowa Radio Audience Survey reveals that except for Sundays, *less than half of all Iowa home listening takes place in the living room!* Here are all the figures:

	Weekdays	Saturdays	Sundays
Proportion of Listening Done With—			
Living Room Set	45.3%	48.9%	55.1%
Dining Room Set	12.7	11.9	9.4
Kitchen Set	20.0	19.4	18.1
Bed Room Set	3.1	4.2	5.5
"Move About" or "Other"	18.9	15.6	11.9

Extra sets help explain this "all-over-the-house" listening; *48.8% of Iowa's radio-equipped homes now have two or more sets!* The chart in the next column (from the 1950 survey) shows that these extra sets get intensive listenership.

The net result of all this is that the average Iowa radio home listens a total of 13.95 "listener hours," weekdays . . . 15.59 "listener hours," Saturdays . . . and 13.52 "listener hours," Sundays!

WHO continues to get far and away the greatest share of Iowa listening, thus continues to be one of America's great radio buys. Write for all the facts today, including your free copy of the 1950 Iowa Radio Audience Survey.

DAILY USE OF SETS LOCATED IN DIFFERENT ROOMS (Percentages based on number of sets located in type of room named)	
TYPICAL WEEKDAY	ALL DIARY FAMILIES
Percentage of Sets Used at Some Time during Day	
If located in Living Room	95.0%
If located in Dining Room	99.0%
If located in Kitchen	95.8%
If located in Bed Room	75.5%
If "Moved About" or "Other"	91.5%

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

XUM

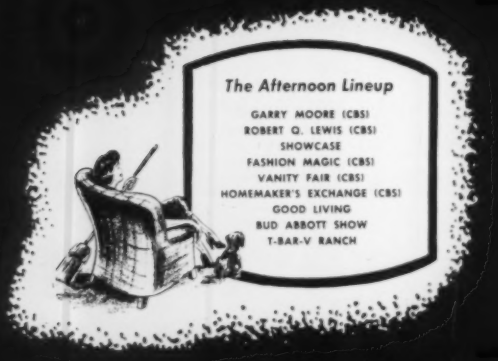
Look at television in the WHAS tradition
...and what's happened since last March

The market is BIGGER!

. . . yes, 200% bigger! When WHAS-TV went on the air last March, Louisville TV homes totaled 25,000. The count right now is more than 75,000.

The programming is BETTER!

WHAS-TV brought to Louisville a new high level of local programming . . . including such important WHAS-TV shows as T-Bar-V Ranch, Sportraits, Square Dance, High-Varieties, Guest Book, Walton Calling and The Herbie Koch Show. To these add the fine CBS shows off the cable and you see why Louisville viewers look first to WHAS-TV for television entertainment.



The schedule is LONGER!

With the arrival of the coaxial cable in Louisville, WHAS-TV doubled its operating time. Starting in the early afternoon, 7 days a week, WHAS-TV now offers an outstanding lineup of local shows with a real Kentuckiana flavor . . . plus the all-star array of CBS-TV programs. Check with your Petry man now for availabilities in local participations and network adjacencies.

Basic CBS interconnected Affiliate

WHAS-TV
Louisville, Kentucky

Serving a market of more than 75,000 television homes

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

XUM

HEADLEY-REED COMPANY

Announces

The Opening of a

PHILADELPHIA

OFFICE

ROBERT S. DOME
Manager of Headley-Reed Company
Philadelphia Office
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Radio Station Representatives
Manager of FORJOE & COMPANIES Philadelphia Office
Account Executive, COX and TANZ
REUBEN H. DONNELLY CORPORATION
PROCTER & GAMBLE

HEADLEY-REED COMPANY

Radio and Television Station Representatives

New York · Chicago · New Orleans · Detroit · San Francisco · Hollywood · Atlanta · **Philadelphia**

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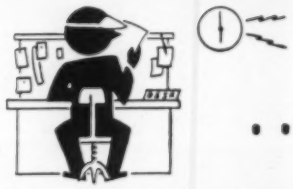
BROADCASTING TELECASTING ...at deadline



Closed Circuit

SLIDE-RULE specialist can't believe his own digits as computation points to 1950 national radio spot increase "out of this world," perhaps up 15% to $130 million.

THERE'S LITTLE likelihood that CBS will take on affiliates of other networks because of the current rate reduction furore. Few years ago there were reports of imminent "station raids" because of migration of top NBC programs to CBS. They didn't materialize. CBS attitude is that such shifts can only lead to strife on other fronts.

"VICTORY" model TV sets to start appearing as metal gets scarce, with manufacturers taking off fancy trim, panels and nameplates. Sharp cuts being made internally, including built-in antennas, with U. S. officials and set-makers cooperating to keep electronic industry active and conserve metal.

APPOINTMENT by Joseph H. Short of straight-line newsmen to his White House Press secretariat does not mean that he is not cognizant of importance of radio-TV. New Presidential secretary feels there's no present need for expert in broadcast media since radio-TV newsmen always have cooperated admirably on any special problems. He intends to rely upon such voluntary assistance from both network and radio-TV "specials" covering White House-Washington affairs.

SAMPLE COLOR TV cable rates reported filed with FCC by AT&T pending submission of official color tariff. It's understood rates may be in about this range: Cable rates unchanged, but with extra station connection charge of $450 for CBS color in addition to regular monochrome charge of $500; special use basis to add $250 plus $10 per hour to monochrome charge of $200 plus $10 per hour.

FOLLOWING DISCLOSURE of proposed legislation for control of "electromagnetic waves," relating to possible silencing of radio-TV operations in event of imminent air attack, both FCC and military authorities were surfeited with plans and projects to accomplish desired result with minimum disturbance of operations. Plans for duplicating AM assignments to distort signals and confuse possible air invaders using radio beams for "homing" have been conveyed both orally and in writing.

TEMPERATURES which rose with announcement that United Paramount Theatres was negotiating $45 million loan—on theory that oft-reported efforts to buy ABC were near fruition—plummeted with later disclosure last week that money is earmarked for refinancing program. Latest reports indicate both Paramount Theatres and Paramount Productions (both created in divorcement move following Supreme Court anti-trust decision) have shown interest in ABC, but that no deal is on horizon.

IT'S STILL in negotiating stage but chances are NAB, RTMA and baseball leaders will hold conference in January to work out common problems.

Upcoming

Jan. 9: Provisional NBC Affiliates meeting, Waldorf-Astoria, New York.
Jan. 10: NBC AM Affiliates in TV markets, Waldorf-Astoria, New York.
Jan. 11-12: Canadian Broadcasting Corp. Board of Governors, Montreal.

(Other Upcomings on page 85)

Bulletins

COLGATE-PALMOLIVE-PEET (Cashmere Bouquet soap) through Sherman & Marquette, New York, starting one-minute daytime radio spot announcement campaign Jan. 2 in 60 markets. Contracts for 52 weeks.

LITIGANTS PLEASED WITH COLOR DECISION

ALL SIDES found favorable aspects Friday in three-judge federal court's 2-to-1 decision which dismissed RCA's complaint against FCC adoption of CBS color TV system but banned commercial operation pending decision by U.S. Supreme Court (story page 61).

FCC and CBS showed more elation, but RCA maintained that "by staying the execution of the [FCC decision] until it has been subjected to further review by the U.S. Supreme Court, the court has clearly indicated its awareness of the great public interest at stake."

RCA reiterated that "an incompatible system actually is an 'unready' system" whose "tremendous cost" should not be "saddled" on public. "We will, of course, appeal the decision, confident that the Supreme Court will recognize that the public should not be denied compatible color television," RCA said, adding that in meantime it will continue work on its compatible, all-electronic color technique.

CBS President Frank Stanton called decision "a great victory" which "completely" sustained FCC's "adoption of the CBS system as the best and most practical means of bringing color television to the public." He said "there is no question in our minds that the Supreme Court will also uphold the Commission order, if RCA insists on carrying its case further. In any event, we are now assured that the matter will finally be disposed of within a few months."

FCC, with FCC Comr. Frieda B. Hennock absent and not participating, issued statement saying it is "highly gratified" and that decision "clearly settles the question of whether or not the Commission exceeded its authority and acted capriciously . . ." FCC also called it "a great victory," and voiced confidence Supreme Court will dissolve temporary restraining order and uphold dismissal of RCA's complaint, "thus ending the controversy."

LUCKY STRIKE, CBS DICKER

LUCKY STRIKE through BBDO, New York, negotiating with CBS-TV for possible transfer of its television version of *Hit Parade* currently on NBC-TV.

ANTENNA SITE rule changes made final by FCC Friday. They call for regional aeronautical hearings on site objections and involve other modifications substantially as proposed [BROADCASTING • TELECASTING, May 29].

Business Briefly

SUGAR SPOTS ● National Sugar Refining Co. (Jack Frost) to start spot announcement campaign Jan. 15 using radio and television. Agency, Young & Rubicam, New York.

CAVALIER SERIES ● R. J. Reynolds Tobacco Co., for Cavalier cigarettes, to sponsor 2:15-2:30 Mon., Wed., Fri. segment of *Garry Moore Show* on CBS-TV starting Jan. 1. Agency, William Esty & Co., New York.

NO TAX 'CRACKDOWN'; COMPROMISE BILL SET

NO INSTRUCTIONS as yet to Internal Revenue Bureau agents to "crackdown" on "unnecessary" or "extraordinary" expenses such as institutional advertising by corporations because of promised higher tax rates, understood Friday. But because of high tax period, agents expected to watch carefully for splurges in deductible expenses in profit-loss ledgers with enforcement possibly "slightly" tighter than in World War II. Treasury tax experts report few violations during last war.

Compromise corporation tax bill to raise $3.3 billion, higher than either Senate or House versions, adopted by conferees Friday. Bill carries 2% increase in corporate income taxes on earnings over $25,000 and total levy of 77% on excess profits. Final action awaits House vote after holidays.

ADAM HAT DROPS PEARSON

ADAM HAT STORES, New York, announced Friday it would cease sponsoring Drew Pearson in February but not because of Sen. Joseph McCarthy (R-Wis.). Sponsor ascribed action to cessation of Sept. 2, 1949-Feb. 15, 1951 contract, with revised media plans envisioned many months ago. ABC confirmed Adam was dropping Pearson. Mr. Pearson commented: "The Adam Hat people are very fine people." Adam agency is William H. Weintraub, New York.

KTBS INTEREST SOLD

SALE of one-quarter interest in KTBS Shreveport, La., by Allen D. Morris for $75,000 to three other stockholders reported in transfer bid filed Friday at FCC. Mr. Morris also understood to be selling his interest in WHHM Memphis to same group, with papers reported in preparation. KTBS stockholders George D. Wray Sr., E. Newton Wray and Prentiss E. Furlow, each 25% owner, would each become one-third owner after Commission approval to transfer. KTBS assigned 10 kw day, 5 kw night on 710 kc directional.

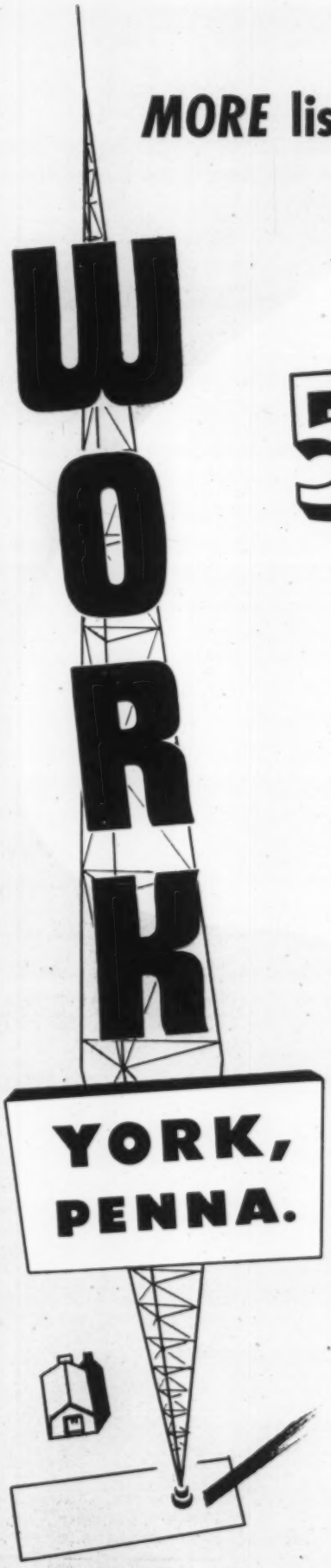
WAIVER FOR COMR. WALKER

PRESIDENT TRUMAN signed executive order waiving retirement of Comr. Paul A. Walker, FCC reported Friday. His term expires in 1953.

AFM LOCALS TO MEET

REPRESENTATIVES of American Federation of Musicians locals in New York, Chicago and Los Angeles will meet this week in Chicago to discuss demands to be made when negotiations with radio and TV networks begin early in January. President James C. Petrillo will attend.

MORE listeners for your advertising dollar



WORK goes to 5000 WATTS

This increased power assures far wider coverage, more listeners, a more profitable return from your advertising investment on WORK. For, in the thriving York, mid-Pennsylvania market—listeners *have* buying power. Widely diversified sources of income from both industry and agriculture, and tremendous accumulated wealth make this one of America's *important* markets. Blanket this entire sales-active section by presenting your advertising message on more-powerful WORK—the station with a record of over eighteen years of successful selling.

Represented by:

ROBERT MEEKER Associates

Chicago
San Francisco
New York
Los Angeles

A STEINMAN STATION

NBC AFFILIATE

WORK YORK, PENNSYLVANIA

5000 WATTS day • 1000 WATTS night

WKNA Reports

1,000 KIDS

STORM STORE FOR CISCO KID'S PHOTO!

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

BROADCASTING TELECASTING

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SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor*; J. Frank Beatty, Rufus Crater, *Associate Editors*; Fred Fitzgerald, *News Editor*; Tyler Nourse, Jo Hailey, *Assistants to the News Editor*. STAFF: David Berlyn, Lawrence Christopher, Ardinelle Duncan, Wilson D McCarthy, John Osbon. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Allen Riley, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher*.

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Bruce Robertson, *Senior Associate Editor*.

ADVERTISING: S. J. PAUL, *Advertising Director*; Eleanor R. Manning.

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*Reg. U. S. Patent Office

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This is CBS through 1950 -radio's biggest audiences and lowest costs...

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Wildroot Charlie Wild (186)	Roy Rogers	The Big Show OT
6:15	Seeman Bros. Mon. Headlines (218) R	"	Quaker Roy Rogers (526)	"
6:30	TBA	C-P-P, Our Miss Brooks (152) R	Cudahy Packing Nick Carter (317)	*OT
6:45	"	"	"	"
7:00	Richard Wallace	Amer. Tob. Co. Jack Benny (187) R	Affairs of Peter Salem	*OT
7:15	"	"	"	"
7:30	Mystery File S	Rexall Amos 'n' Andy (180)	General Foods Juvenile Jury	Phil Harris-Alice Faye Show S
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola C. McCarthy Show (188)	Singing Marshal	Hedda Hopper Show S
8:15	Stop the Music (196)	"	"	"
8:30	Clippercraft Stop the Music (171)	P & G Tide Red Skelton (152)	Enchanted Hour	U. S. Steel Theatre Guild (169)
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Cos. Corliss Archer (167)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	Sterling Drug Album of Familiar Music	Philip Morris Horace Heidt (175)	Rhodes Gabriel Heatter (26)	Tales of the Texas Rangers S
9:45	"	"	War Review	"
10:00	Ginny Simms Show	Carnation Co. Contented Hour (161)	Oklahoma Symphony Orchestra	RCA The 564 Question (166)
10:15	Burton Dixie Corp. Paul Harvey	"	"	"
10:30	George Sokolsky	Longines-Wittnauer, Chevaliers (151)	"	NBC Theatre
10:45	Harry Wismer S		"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon.-Fri. 6-7 p.m.	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (183) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op* Headline Edition (53)	P & G Dreft Beulah (110) R	Co-op Fulton Lewis jr. (302)	Pure Oil Co. Kaltenborn (31)
7:15	Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date S	Echoes from the Tropics
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Nazzema Gabriel Heatter (84)	Miles Labs. News of World (148)
7:45	"	Am. Oil-Hamm. Ed. Murrow (142)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
8:00	Mars Inc. Inner Sanctum	Bromo Seltzer Hollywood Star P'house (159) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (169)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (284)	Lever-Lipton Godfrey Talent Scouts (160) R	8:30-8:55 Crime Fighters	Firestone Voice Firestone (140)
8:45	Una May Carlisle	"	"	"
9:00	Martha Lou Harp	Lever-Lux Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	Manhattan Maharajah	"	"	"
9:30	Johnny Desmond S	"	War Front—Home Front	Cities Service Band of America (92) N
9:45	"	"	"	"
10:00	United—or Not?	Lvr.-Pepsodent My Friend Irma (176)	A. F. of L. Frank Edwards (145)	NBC Symphony *OT
10:15	"	"	I Love A Mystery	"
10:30	John B. Kennedy	R. J. Reynolds Bob Hawk (166)	Dance Orchestra	*OT
10:45		"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and the World S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Skyline Serenade 6:20-6:45 S
6:45	"	P & G Ivory Lowell Thomas (183) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op* Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (302)	Pure Oil Co. Harkness (27)
7:15	Co-op Elmer Davis (45)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Echoes from the Tropics
7:30	General Mills Armstrong of the S.B.I.	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Miles Labs. News of World (148)
7:45	(274)	Am. Oil-Hamm. Ed. Murrow (142)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
8:00	Can You Top This?	Sterling Drug Mystery Theater (151) R	Count of Monte Cristo S	duPont Cavalcade of Am (154)
8:15	"	"	"	"
8:30	Mut Auditions of the Air S	C-P-PT thPwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis-Howe Baby Snooks (167)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (174)	John Steele Adventurer	Liggett & Myers Bob Hope (169)
9:15	"	"	"	"
9:30	"	Philip Morris Truth or Consequences (158)	Mysterious Traveler	Pat Milk Fibber McGee & Molly (151)
9:45	Chr. Sc. Monitor Views the News R	"	"	"
10:00	On Trial S	Rate Your Mate	A. F. of L. Frank Edwards (146)	Lever Bros. Big Town (134)
10:15	"	"	I Love A Mystery	"
10:30	John B. Kennedy	Capitol Cloak Room	Dance Orchestra	Brown & Wmsn. People are Funny (168)
10:45		"	"	"

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross Opera Album	World News	Elder Michaux Happiness Hour	Co-op World News Lean Pearson
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc. (35)	"	Dixie 4 Quartet	We Remember (9:30-10 Spl.)
9:45	"	Trinity Choir	Music	Hudson Coal Co. D. & H. Miners Spl. (14)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (288)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Dr. Peale Art of Living S
10:45	"	Church of Air S	"	News Highlights S
11:00	Fine Arts Quartet	Salt Lake City Tabernacle	Christian Ref. Church, Back To God (266)	Faultless Starch Time (50) Spl.
11:15	"	"	"	Morning Serenade (11-11:30 Spl.)
11:30	The Christian In Action S	Invitation to Learning* S	N'western U. Review S	The UN is My Beat
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Where There's Music S	People's Platform	College Choirs	Voices & Events
12:15 PM	"	"	"	"
12:30	Piano Playhouse	Howard K. Smith	Wm. Hillman S	The Eternal Light S
12:45	"	Richfield C. Collingwood (34)	Dawn Bible Frank & Ernest	"
1:00	Sammy Kaye Sun. Serenade S	N. Y. Phil. Sym.	A. R. Warblers (Amer. Bird) Products	The First Freedom S
1:15	"	"	Organ Moods	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Jack Baker Show S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	Sterling Drug My True Story (294) R	Toni A. Godfrey (168) R	Co-op Cecil Brown (30)	P & G. Welcome Travelers (142)
10:15	"	Lever-Rinso A. Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Pillsbury Arthur Godfrey (174) R	Dixieland Breakfast Club	Swift & Co.* Red Foley Show (48) Spl.
10:45	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (176) R	"	Campbell 10:30-11 Double or Nothing (132)
11:00	Modern Romances*	Liggett & Myers Arthur Godfrey (186) R	Co-op Ladies Fair	Bristol-Myers Break the Bank (165) M-W-F
11:15	"	"	"	"
11:30	Quick as a Flash (266)	Contn'l Baking Grand Slam (49)	P. Lorillard Queen for A Day	Prudential Ins. Jack Berch (141)
11:45	"	P&G Ivory Snow Rosemary (135)	"	Armour Dial Dave Garroway (166)
12:00 N	Johnny Olsen Luncheon Club	General Foods Wendy Warren (159)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	"	Lever Bros. Aunt Jenny (31)	Lanny Ross S	TBA
12:30	Not In Service	Whitehall Helen Trent (166)	Miscellaneous Program	No Network Service
12:45	"	Whitehall Our Gal Sunday (161)	Burrus, Lt. Crust Dough (MWF)	Manhattan Soap Love & Learn (157)
1:00	Baukhage	P&G Ivory, Spic & Span, Big Sister (141)	Co-op Cedric Foster	Luncheon with Lopez S
1:15	Co-op Nancy Craig (11)	P&G Oxydol Ma Perkins (145)	Luncheon with Lopez	Armour Music (Rpt.)

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 10 A M)	Coffee in Washington S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	"	Boston Sym. Dress Rehearsal S
9:45	"	Garden Gate	"	"
10:00	"	Carnation Family Party (125) R	Miscellaneous Program S	Mind Your Manners
10:15	"	"	"	"
10:30	"	Coca-Cola Refreshment Time, Morton Downey (177)	News	Pat Milk Mary Lee Taylor (151)
10:45	"	"	Helen Hall	"
11:00	The New Junior Junction S	Cream of Wheat Let's Pretend (154) *	Army Field Band	Adventures of Archie Andrews S
11:15	"	"	"	"
11:30	Bill Watson	TBA	Georgia Crackers	Brown Shoe Ed McConnell (163)
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (175)	Quaker Oats Man on the Farm	Barriault Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Gen. Sta. (154)	"	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (181)	News S	Allis-Chalmers Natl. Farm & H. Hour (166)
1:15	"	"	Jerry & Skye S	"

WEDNESDAY

MBS	NBC
Repeat of Kid Strips	News Bob Warren S
"	Clem McCarthy 6:15-6:20 S
"	Skyline Serenade 6:20-6:45 S
"	Sun Oil Co. 3-Star Extra (33)
Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (31)
Dinner Date	Playboys
Beltone Gabriel Heatter	Miles Labs. News of World (149)
Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
The Hidden Truth S	Schlitz Halls of Ivy (170)
"	"
International Airport	Kraft Gildersleeve (151)
"	"
2,000 Plus S	DeSoto-Plym'th Dealers (171) Groucho Marx YouBet Your Life
"	"
Family Theatre S	Bristol Myers Dist. Attorney (169)
"	"
A. F. of L. Frank Edwards (146)	Am. Cig. & Cig. The Big Story (173)
I Love A Mystery	"
Dance Orchestra S	TBA
"	"

THURSDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (102) R	"	Sun Oil Co. 3-Star Extra (32)
Co-op" Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Harkness (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
General Mills Armstrong of the S.B.I. (274)	Campbell Soup Club 15 (155) R	Amurol Prod. Gabriel Heatter (27)	Miles Labs. News of World (149)
"	Am. Oil-Hamm. Ed. Murrow (142)	Co-op Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Screen Guild Players	P&G. Gen. M. F.B.I. (149) R	California Caravan S	Gen. Foods Aldrich Family (152)
"	"	"	"
"	Whitehall Mr. Keen (157) R	Pal Blades Rod & Gun Club (133)	Gen. Foods Father Knows Best (170)
"	"	"	"
Old Gold Orig. Amateur Hour (173)	Electric Auto-Lite, Suspense (179)	Limerick Show S	L & M Fatima Dragnet (166) R
"	"	"	"
Lee Hats Robert Montgomery	"	"	"
Time for Defense S	Crime Photog.	A. F. & L. Frank Edwards (146)	Screen Directors' Playhouse *OT
"	"	I Love A Mystery	"
John B. Kennedy	Frankie Carle Orchestra	This Is Europe	*OT
"	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
Not in Service	Metro. Life Ins. Allan Jackson (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You and the World S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Skyline Serenade 6:20-6:45 S
"	P & G Ivory Lowell Thomas (103) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op" Headline Edition (53)	P & G Dreft Beulah (110) R	Fulton Lewis jr. (291)	Pure Oil Co. Kaltenborn (29)
Co-op Elmer Davis (46)	P & G Oxydol Oxydol Show (106) R	Dinner Date	Playboys
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter S	Miles Labs. News of World (149)
" "	Am. Oil-Hamm. Ed. Murrow (142)	Mutual Newsreel	Miles Labs. One Man's Fam. (149) H R
Fat Man (136) R	Songs for Sale	Bandstand U.S.A. S	Nero Wolfe S
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Sam Spade S
"	"	"	"
Heinz Dizzie & Harriet (297)	Hear It Now	Air Force Hour S	The Magnificent Montague *OT
"	"	"	"
Pac. C. Borax The Sheriff (191)	"	Dance Orch.	Duffy's Tavern *OT
The Sheriff	"	"	"
Gillette Fights	Phillips Petro. Rex Allen Show (64)	A. F. of L. Frank Edwards (146)	Pabst Life of Riley (159)
"	"	I Love A Mystery	"
American Sports Page S	Frankie Carle Orchestra	Dance Orchestra	Col.-Palm.-Peet Sports Newsreel (76)
"	"	"	Pro & Con S

SATURDAY

ABC	CBS	MBS	NBC
5:05 p.m. Saturday Strings	News Joe Wershba S	Harmony Rangers	Bob Warren News
TBA	Memo from Lake Success S	"	Herman Hickman
Harry Wismer	Saturday Sports Review	Organ Music	Voices & Events S
Labor-Management	Richfield L. Leseuer (34)	"	"
Labor-Management	Yours Truly Johnny Dollar	Al Helfer	Living 1950
Co-op Bert Andrews	"	Twin Views	"
Buzz Adlam	R J. Reynolds Vaughn Monroe (166) R	Comedy of Errors 7:30-7:55	Brown & W'mson P'ple Are Funny (72) Sal."
"	"	"	Noah Webster Says S
Shoot the Moon S	Wrigley Gene Autry (172)	Reeson Metal 20 Questions (501)	Dangerous Assignment *OT
"	"	"	"
Marry-Go-Round	Gen. Foods Hopalong Cassidy (151) R	Take A Number	The Man Called "X" *OT
"	"	"	"
What Makes You Tick	Gen. Foods Gangbusters (149) R	Hawaii Calls	Amer. Tob. Co. Your Hit Parade (167) R
"	"	"	"
Jay Stewart S	Gen. Foods My Favorite Husband (154)	Lombardo USA S	C-P-P Co. Dennis Day Show (145)
"	"	"	"
Saturday at Shamrock	Carter Prod. Sing It Again (134)	Chicago Theatre of the Air S	C-P-P Co. Judy Canova (145)
"	Luden's Sing it Again (140)	"	"
Dixieland Jam-Bake	Sterling Drug Sing It Again (141)	"	R. J. Reynolds Grand Ole Opry (160)
"	"	"	"

6:00 PM
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SUNDAY

MBS	NBC
Lutheran Hour (Lutheran)	U of Chicago Round Table S
"	"
Music with Trendler	The Catholic Hour
"	" (News 3 min.)
Co-op Bill Cunningham (55)	First Piano Quartet
Veteran Wants to Know S	"
Bobby Benson	Hormel, Music with the Hormel Girls (43)
"	"
Hashknife Hartley	Miles Labs. Quiz Kids (161)
"	"
Under Arrest S	Kraft The Falcon (151)
"	"
U.S. Tobacco Wm Gargan Private Investgr (380)	The Saint S
"	"
The Shadow S	Counterspy S
"	"
Williamson True Detective Mysteries (472	TBA
"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
Not In Service	P&G Crisco Dr. Malone (139)	Luncheon with Lopez	Co-op News George Hicks S
Art Baker's Notebook S	P&G Duz Guiding Light (144)	Bands For Bonds	Love & Learn (Rpt.) (154)
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Co-op Heatter's Mailbag	Campbell Soup Double or Nothing (132)
"	P&G Tide Perry Mason (147)	Co-op Behind the Story	"
Serutan John B. Kennedy	Toni Co. Nora Drake (158)	Say It with Music	General Mills Live Like A Millionaire (75
David Amity S	P&G Ivory Fl. Brighter Day (107)	"	"
Chance of a Lifetime (221)	Miles Labs. Hilltop House (137)	Co-op Bob Poole Show	P & G Life-Beautiful (153)
"	TBA	"	P & G Road of Life (156)
Hannibal Cobb	Pillsbury House Party (152)*	"	P & G Pepper Young (156)
Talk Back	"	"	P & G Right to Happiness (154)
Surprise Package S	Co.-Palm.-Peet Strike It Rich (38) R	Miscellaneous Programs	Sterling Drug Backstage Wife (147)
"	"	"	Sterling Drug Stella Dallas (147)
Recipe for Listening	Treasury Bandstand	B&D Chucklewagon	P & G Lorenzo Jones (144)
Ted Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (147)
Waitin' for Wakeley	T-W The Chicagoans Thur.-Fri. St. Louis Mel.	Kellogg Mark Trail M-W-F	General Foods When Girl Marries (83)
"	"	National Biscuit Tu.Th. S. Arrow (343)	General Foods Portia Faces Life (92)
Space Patrol	M-UN in Action T-F-Top Tune Time	Derby Sky King Tu.-Th. 5:30-6	Whitehall Just Plain Bill (110)
"	Miles Labs. Curt Massey Time (141) R	Kellogg Clyde Beatty M-W-F 5:30-6	Whitehall Front Page Farrell (117)

SATURDAY

ABC	CBS	MBS	NBC
American Jazz	Toni Co. Give and Take (150)	Barn Dance S	Coast Guard Cadets on Parade
Met Opera	Hormel & Co Music with H. Girls (110)	Symphonies for Youth	TBA
"	"	"	"
"	Sonotone Galen Drake (73)	"	U.S. Army Band S
"	Dave Stephens Show	"	TBA
"	"	Dunn on Discs	"
"	Adv. in Science	"	"
"	Report From Overseas	"	"
"	Farm News	"	"
"	Make Way For Youth	Bands for Bonds	"
"	"	"	"
"	Cross-Section USA	Sports Parade S	"
"	"	"	"
Tea & Crumpets	Radio Reporter's Scratchpad	True or False	"
"	Songs By Symington	"	"
"	Saturday At The Chase	Caribbean Crossroads	The Wayne Howell Show S
Club Aluminum Club Time	"	"	"

BROADCASTING
TELECASTING
December 25, 1950 Copyright 1950

XUM

In Philadelphia WCAU has 17 of the top 20 local programs*...

And they compare favorably with network shows.

For instance!

WCAU's top local program has the same rating as network "B's" top show. It also has a higher rating than the No. 1 program on network "C" and network "D."

WCAU

50,000 watt CBS affiliate—
represented by Radio Sales

* Sept.-Oct. Pulse (not including baseball)

new business

MARYLAND and Virginia Milk Producers' Assn. beginning 24-week campaign using radio spots. Program designed to acquaint consumer with association and part it plays in milk production. Agency: Henry J. Kaufman & Assoc., Washington. R. C. O'Donnell is account executive.

NATURAL HEALTH PRODUCTS Co., Sarasota, Fla. (Marvlizer, liquifying machine), appoints Houck & Co. of Florida Inc., Miami, to direct regional advertising. Company now using 15-minute TV films in five markets in East and South.

Network Accounts . . .

KAISER-FRAZER DEALERS renew *Adventures of Ellery Queen* on DuMont TV Network Thurs., 9-9:30 p.m. for 13 weeks effective Dec. 14. Agency: William H. Weintraub Inc., N. Y.

LEVER BROS. (Thomas J. Lipton Division) renews *Arthur Godfrey Talent Scouts*, on CBS and CBS-TV, 8:30-9 p.m., effective Jan. 1 for 13 weeks. Agency: Young & Rubicam, N. Y.

THENLEY INDUSTRIES Inc. (Cook's champagne, Dubonnet wine) Dec. 18 started *Andy and Della Russell* on ABC-TV, Monday-Friday, 7:05 p.m. Agency: Biow Co., N. Y.

KRAFT FOODS CO., Chicago, renews *Kraft Television Theatre* on 35 NBC-TV interconnected and five non-interconnected stations, Wednesday, 9-10 p.m., effective Jan. 3 for 52 weeks. Agency: J. Walter Thompson Co., N. Y.

HANDER CO., Chicago (Ovaltine), renews 5:45-6 p.m. Friday segment of *Howdy Doody Show* on 35 NBC-TV interconnected and three non-interconnected stations, 26 weeks. Agency: Grant Adv., N. Y.

NATURALIZER DIV. of Brown Shoe Co., St. Louis, sponsors *Say It With Acting* on 18 NBC-TV interconnected and three non-interconnected stations, alternate Saturdays, 6:30-7 p.m., beginning Jan. 6. Agency: Leo Burnett Co., Chicago.

M & M Ltd., Newark, N. J. (candy), renewing 5:30-6 p.m. segment of *Super Circus* over ABC-TV (5-6 p.m. Sun.), for 13 weeks, effective Jan. 13. Agency: William Esty Co., N. Y.

ANHEUSER-BUSCH Inc. (Budweiser beer) renews *Ken Murray Show* on CBS-TV, Sat. 8-9 p.m. Jan. 6 for 52 weeks. Agency: D'Arcy Adv., N. Y.

HILL'S BROS. COFFEE, Inc. Jan 1 starts five participations weekly on half-hour Jack Kirkwood show on full Don Lee Network (45 stations). Contract, 52 weeks. Agency N. W. Ayer & Son, N. Y.

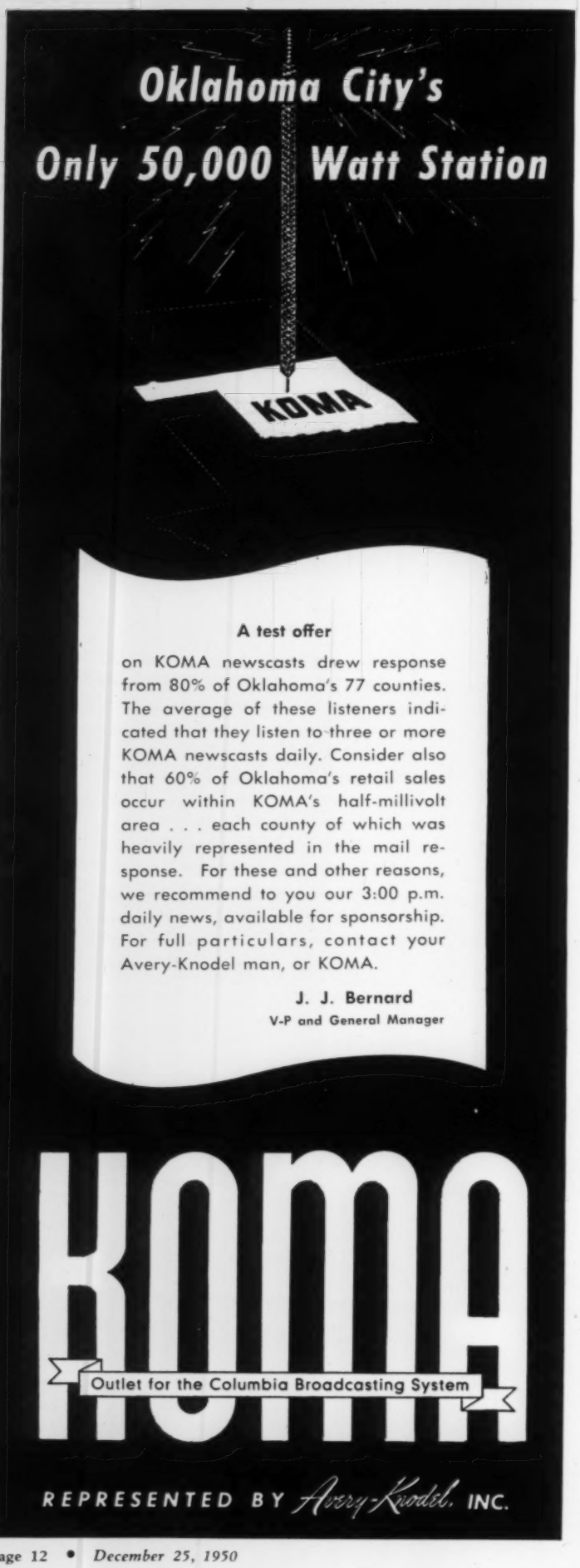
MIAMI YOGURT PRODUCTS Inc. L. A. (milk specialties) Dec. 18 started sponsorship of three quarter hours weekly Fulton Lewis jr. news analysis on seven Don Lee stations, Mon., Wed., Fri., 4-4:15 p.m. (PST). Contract 13 weeks. Agency: Hal Stebbins, Inc., L. A.

Adpeople . . .

JAMES LEE COCHRUN, executive vice president Seiberling Rubber Co., Akron, Ohio, to retire Dec. 31. He will devote fulltime to Cochrun Industries Inc., which will act as export agent for several small Ohio companies.

JAMES C. HILDRETH, Safeway Stores Inc., S. F., named sales manager Pacific Brewing & Malting Co., S. F., effective Jan. 1.

MICHAEL J. JACKSON advertising and sales promotion Kelvinator division of Nash Kelvinator Sale Corp., Detroit, to Eastern advertising staff Good Housekeeping, New York. GEOFFERY A. COOK advertising director appliance division of Deepfreeze Co., Chicago appointed to Western advertising staff.


Oklahoma City's
Only 50,000 Watt Station
KOMA
A test offer
on KOMA newscasts drew response from 80% of Oklahoma's 77 counties. The average of these listeners indicated that they listen to three or more KOMA newscasts daily. Consider also that 60% of Oklahoma's retail sales occur within KOMA's half-millivolt area . . . each county of which was heavily represented in the mail response. For these and other reasons, we recommend to you our 3:00 p.m. daily news, available for sponsorship. For full particulars, contact your Avery-Knodel man, or KOMA.
J. J. Bernard
V-P and General Manager
KOMA
Outlet for the Columbia Broadcasting System
REPRESENTED BY Avery-Knodel, INC.

agency

HERBERT S. FOX, service executive Cunningham & Walsh, N. Y., appointed vice president in charge of creative production for Texas Co. and AT&T accounts at agency.

ROBERT L. REDD, radio director Erwin, Wasey & Co., L. A., named vice president in charge of radio and TV.

DONALD B. ARMSTRONG Jr., director of research and member of advisory committee on advertising plans McCann-Erickson, N. Y., appointed vice president.

GEORGE LEROY elected vice president New York division of Al Paul Lefton Co.

E. WILHELM, radio and TV timebuyer Maxon Inc., N. Y., is in Union Hospital, Bronx, with fractured skull suffered in auto accident.

on all accounts

GODFATHER to a Schmoo, former wonder-boy at a mail-order chain, Gordon Johnson, now vice president at Dancer-Fitzgerald-Sample, New York, has the sort of background that seems to have gone out of fashion since the death of Horatio Alger.

Mr. Johnson's intimacy with the Al Capp creation relates to his sponsorship of the contest to find a name for the accommodating little creature that was all things to all men, and a promotional bonanza to Procter & Gamble.

But for many years prior to that, Mr. Johnson had been associated with an enterprise fully as American as the Schmoo and quite as versatile in its way: Montgomery Ward.

In 1933, during the depression years, the young Cornell graduate got his first job with Montgomery Ward selling appliances in the firm's Cedar Rapids store. He did such an effective job of selling radios, refrigerators and stoves that he was soon named head of the appliance department in the company's Dubuque store. Thereafter, and rapidly, he moved through Ward's Duluth, Des Moines and St. Paul appliance departments, eventually to assume charge of appliances for all of the firm's 11 western state outlets. This at the age of 24.

From that job he was appropriated by the merchandising department in Chicago where he became assistant to W. H. Nortin, then vice president in charge of merchandising. There, Mr. Johnson learned to merchandise everything from cotton thread to tractors. In addition, his department handled the store's advertising.

Mr. Johnson joined Dancer-Fitzgerald-Sample in Chicago in 1944, as an assistant account executive. He helped service Procter & Gamble's Oxydol and Spic & Span products. One year later the agency appointed him a full executive on the Dreft account. Soon afterward he was named a vice president. In 1948 he moved to the agency's New York office where he continues to supervise all of the Dreft advertising.

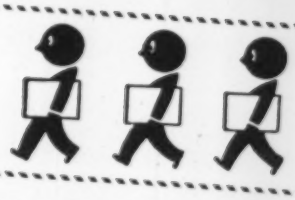
Mr. JOHNSON

Dreft, one of the largest selling detergents for dishwashing, sponsors *Beulah*, five times weekly on CBS; *Lorenzo Jones*, five times weekly on NBC; *Beulah*, on ABC-TV, and Kate Smith, three times weekly on NBC-TV.

The Johnson's, she is the former

(Continued on page 62)

beat



ALBERT EVANS-ADV., Fort Worth, Tex., changes name to Evans & Assoc. There have been no changes in ownership and there will be no changes in policies, firm announces.

LUCIE CRIPPS, James Thomas Chirug Co., N. Y., to head new plans-service department of agency, to cover traffic, statistical, typing and filing for media, radio and research.

MARIE J. CALLAHAN, radio-TV director Rogers & Smith, Dallas, to Watts, Payne Adv. Inc., same city. Will specialize in radio-TV.

FRANK H. NEWTON, copy director McCann-Erickson, Chicago, to Leo Burnett Agency, same city, on copy staff, with **JOSEPH H. HOFFMAN**, formerly McCann-Erickson. Other additions to copy department: **CARLTON ZUCKER**, from Carson, Pirie, Scott & Co., Chicago department store where he was advertising manager; **RICHARD E. JOERGER** and **ROBERT J. MURRAY**, from Aubrey, Moore & Wallace, Chicago and **MICHAEL W. R. MEYER**. **DAVID W. DOLE**, in radio 18 years, named supervisor in broadcasting department. Was with C. E. Hooper and Henri, Hurst & McDonald Agency, Chicago.

BURLINGTON BREWING Co., Burlington, Wis., (Van Merritt beer), names Kaufman and Assoc., Chicago, as merchandising and advertising consultant.

MARION HARPER Jr., president McCann-Erickson Inc., N. Y., appointed publicity chairman of Salvation Army's 1951 Appeal in Greater New York.

A. W. HOBLER, chairman of executive committee Benton & Bowles, N. Y., appointed chairman board of directors, succeeding the late **CLARENCE B. GOSHORN** who drowned a fortnight ago [BROADCASTING • TELECASTING, Dec. 18].

JOHN S. COERNE, vice president and account executive on Carnation Co. account, Erwin Wasey & Co., L. A., to Walter McCreery Inc., Beverly Hills, Calif. as executive vice president. Duties will be mainly administrative, in addition to being associated with agency's creative functions.

GEORGE H. GIESE, vice president and director international division, and **PAUL HOLDER**, vice president and manager Detroit office McCann-Erickson, N. Y., elected directors of agency.

THE EDWARDS AGENCY, L. A., moving to 435 S. La Cienega Blvd.

JOAN HARTLEY, McCann-Erickson Inc., S. F., to Lockwood-Shackelford, S. F., as copy writer.

JEAN WHERLAND, Harrington-Richards, S. F., to Rhoades & Davis, S. F., as radio timebuyer.

MacALAN GARDNER and **RUTH BROWN WARD**, Lockwood-Shackelford, S. F., to Buchanan & Co., S. F., as account executives.

NED BURNS, Alport & O'Rourke, S. F., returns from year's duty with U. S. Army. Future plans not announced.

NOBLE-DURY & Assoc. Inc., Nashville, elected to American Assn. of Advertising Agencies.

Gift to Needy Children

STAFFERS at Olian Advertising, Chicago, decided to cancel their regular office party for friends, clients and employes this Christmas and use money and energy for those needing holiday cheer much more. Agency people contributed money, bought presents, candy, ice cream and cake and visited the Norwegian Lutheran Children's Home in Chicago. Their "office" party, complete with decorations and a Christmas tree, was held there.

WAVE PULLS 23,908 RETURNS FROM 2 NIGHTTIME BROADCASTS!

Recently one of our numerous WAVE geniuses conceived an idea for a nighttime amateur disk-jockey contest, to be sponsored by the Oertel Brewing Co. of Louisville, and to be MC'd by our irrepressible Bob Kay. Voting was invited on a Friday and a Saturday evening broadcast—10:15 to 11:30 p.m. each evening.

Both we and the agency, M. R. Kopmeyer Co., had always known that even after Hooper hours (and even after allowing for six other Louisville AM stations and two Louisville TV stations) WAVE has quite an audience at all times. But we hardly expected to break the postman's back with nearly 24,000 mail returns from just *two* evening broadcasts!

Well, we did it. Furthermore, we still have some shots in our locker. If you like to know you're using *live* stations that reach lots of *people*, with real *entertainment*, you might just let F&P tell you the WAVE story. Or write us direct!

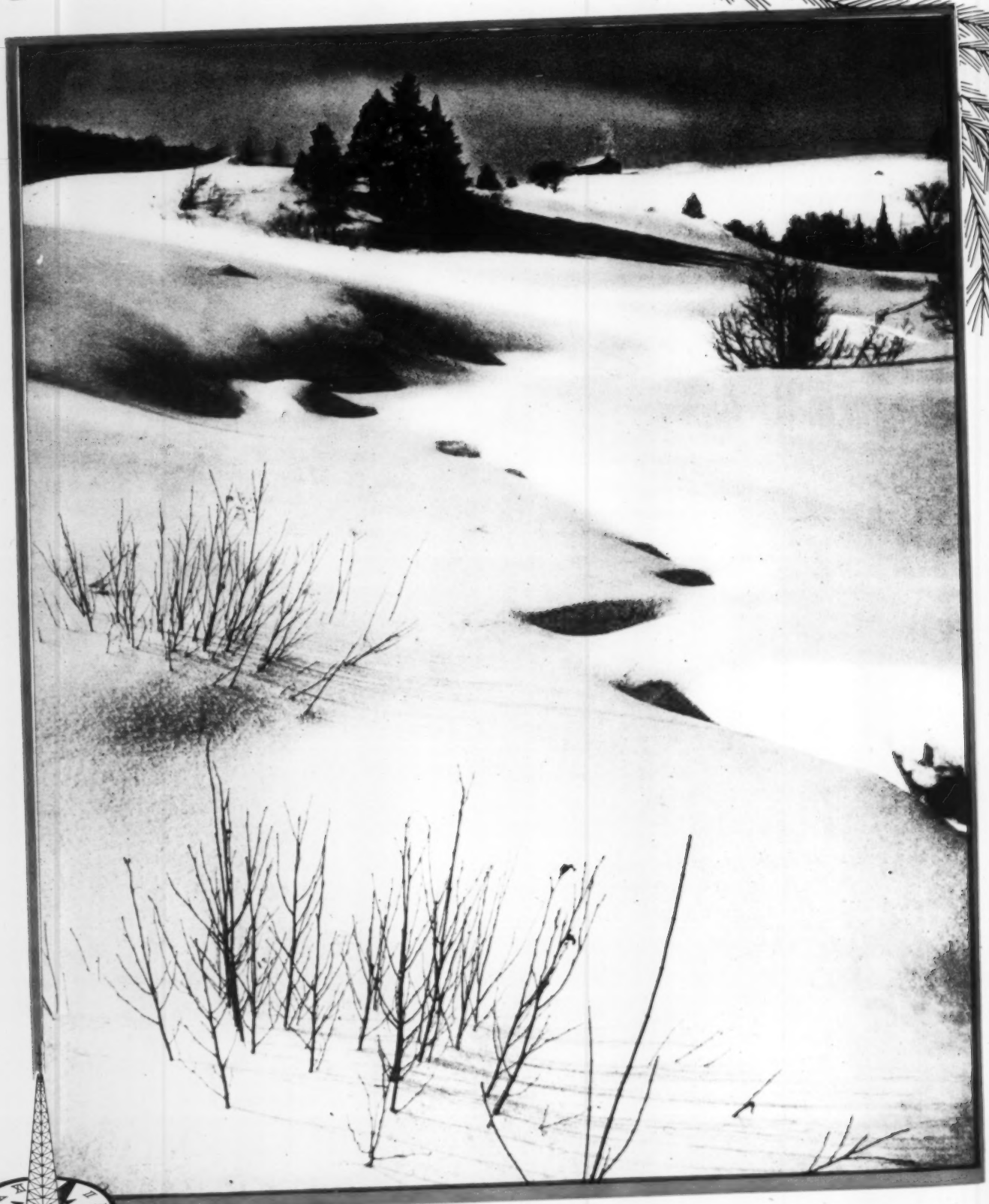
LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

SEASON'S G



EDWARD PETRY AND CO. INC.

XUM

GREETINGS

To our many friends in radio, and to all who may chance to read this, our sincere and warm good wishes for a joyous holiday season.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
KSO	Des Moines	CBS
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
DALLAS

XUM

RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

'TWAS the night before Christmas, just two years ago, as an oysterman and a blacksmith and a doctor, and some 200 others, jammed into a little church by the side of the road.

Mr. Lewis

It happened in Hollywood — Hollywood, Md. And when it was over, skeptical organ builders were "convinced" and the radio audience were never to forget the broadcast.

A $35,000 home-built pipe organ and 30 youthful choristers, who assembled it, under the direction of Fulton Lewis jr., had vindicated "long hours of work, discouragement, tears and grinding determination."

That description was given in an article by Len LeSourd, associate editor of Guideposts Associates Inc., which publishes *Guideposts*, a non-profit, inspirational monthly (15¢ per copy, $1.50 per year), at Pawlings, N. Y. Dedicated as "A Practical Guide to Successful Living," the December 1950 issue features a story by Mr. LeSourd on Mr. Lewis, titled "The Modern Pied Piper."

Mr. Lewis had helped dedicate the sanctuary in a newly-built Methodist Church just outside Hollywood on his 1947 Christmas Eve broadcast. As a last-minute idea, he had gathered together a small group of kids for a junior choir, Mr. LeSourd recounts. Subsequently they had asked him to serve as choirmaster.

The MBS commentator later conducted the youths on a 60-mile trip to Washington, D. C. for special singing instruction during the course of which they heard a pipe organ in operation.

"None of us ever heard anything as beautiful as that pipe organ today," one of the youths told Mr. Lewis, speaking for the group. "We decided to chip in and buy one for our church. How do we go about it?"

The youngsters looked stunned when Mr. Lewis estimated that even a small one would cost about $25,000. "If you want a pipe organ bad enough, you'll have to go out and build one yourselves," he added.

An unusual sight took place on

(Continued on page 82)

strictly business

WHEN Lillian G. Madden, advertising director of Falls City Brewing Co., Louisville, was elected president of the company last October, she announced she would continue to handle advertising.

This was good news to 50 radio and television stations that currently are carrying Falls City shows, for Miss Madden has been increasingly "sold" on the newer media. It is possible that more stations will be added to the Falls City schedule, for on assuming the presidency Miss Madden predicted greater emphasis on all forms of advertising than ever before in the company's history. She explained that she would continue as advertising director because "advertising and merchandising are among the more important and fascinating phases of the brewing business."

Working hand-in-hand with her on Falls City's advertising campaigns is George L. Prater, president of Prater Advertising, St. Louis, company agency.

Miss MADDEN

* * *

Lillian Madden has lived close to the brewing industry most of her life. Her grandfather, the late Clement Fangman, sold beer in his grocery-saloon at 10th and Walnut Sts., Louisville, when she was a

(Continued on page 51)

IF YOU'RE INTERESTED IN 1951 . . .

You'll Find That, In Milwaukee, WISN Will Continue To Give You More Listeners For Less Money Than Any Other Network Station.

May We Wish You And Yours A Year Filled With Real Success And True Happiness.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

the TOUR-TEST proves

KGW THE ONLY STATION WHICH GIVES THE ADVERTISER COMPREHENSIVE COVERAGE

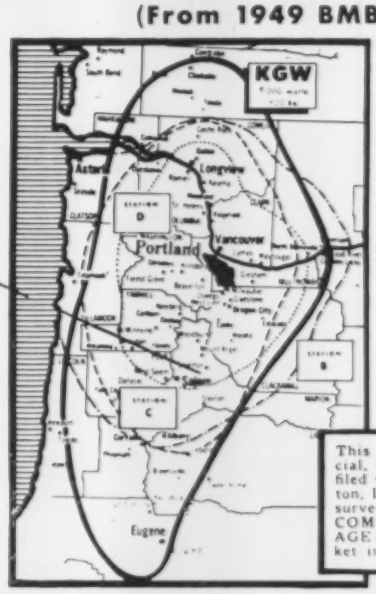
.....in the OREGON MARKET

Agriculturally speaking, Oregon's Willamette Valley is one of the most fertile areas in the world. A diversity of crops, unsurpassed growing conditions and ease of marketing combine to push the Northwest's farm income soaring to 44% above the nation's 1944-1949 average. In the midst of this wealth lies Silverton, Oregon, completely under the dominance of KGW's COMPREHENSIVE COVERAGE. This was proved by a recent Tour-Test, held with the cooperation of the Oregon State Motor Association, and witnessed by Ernest Ekman, president of the Silverton Lions Club, shown posing before a Silverton lumber mill. Silverton... and the rest of the rich, growing Northwest... is yours through the COMPREHENSIVE COVERAGE of KGW.

BROADCAST MEASUREMENT BUREAU SURVEYS PROVE KGW's LEADERSHIP

Actual engineering tests have proved that KGW's efficient 620 frequency provides a greater coverage area and reaches more radio families than any other Portland radio station *regardless of power*. BMB surveys bear out this fact. KGW is beamed to cover the population concentration of Oregon's Willamette Valley and Southwestern Washington.

TOTAL BMB FAMILIES
(From 1949 BMB Survey)



DAYTIME	
KGW	350,030
Station B	337,330
Station C	295,470
Station D	192,630

NIGHTTIME	
KGW	367,370
Station B	350,820
Station C	307,970
Station D	205,440

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D.C., or from field intensity surveys, tells the story of KGW's COMPREHENSIVE COVERAGE of the fastest-growing market in the nation.

KGW

NBC AFFILIATE

PORTLAND, OREGON

ON THE EFFICIENT 620 FREQUENCY

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

IT'S EASY, WHEN YOU KNOW HOW!

SHREVEPORT SHARE OF AUDIENCE
Weekday Afternoons Dec. '49-Apr. '50

KWKH is the outstanding radio buy in the rich tri-state market around Shreveport. Hoopers and BMB figures prove it.

The pie chart above shows KWKH's Hooper Weekday Afternoon superiority in Shreveport. *KWKH's Share of Audience is 36.2% greater than the next station. On Weekday Mornings it's 101.8% greater — on Weekday Evenings, 81.5% greater!*

But KWKH with 50,000 watts goes on and on and on, beyond Shreveport. KWKH pulls a Daytime BMB audience of 303,230 families in 87 Louisiana, Arkansas and Texas counties. *227,701 of these families are "average daily listeners."*

Yes, KWKH's Know-How really pays off. Let us send you all the proof.

KWKH DAYTIME
BMB COUNTIES
Study No. 2—Spring, 1949

KWKH

50,000 Watts • CBS •

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 26 WASHINGTON, D. C., DECEMBER 25, 1950 $7.00 A YEAR—25c A COPY

1951: A RECORD YEAR?

War Clouds Temper Optimism

NEW records will be set by the broadcasting-television industry in 1951, judging by the overwhelming views of leading executives.

Both aural and visual segments of the industry will enjoy better—much better—business next year, industry spokesmen insist in the annual BROADCASTING • TELECASTING yearend forecast.

New highs in nearly every type of business are expected, but in practically all cases they insert a big—UNLESS!

The qualification, of course, centers around the possibility that all hell could break loose if the U. S. and Russia started substituting atom bombs and guided missiles for peninsular skirmishes and diplomatic forensics.

Assuming the normal type of rearming now conceived in official circles, advertisers, agencies, broadcasters, telecasters and other industry executives look back to World War II for precedents. They recall the anxiety of advertisers to keep trade names alive despite shortages and the extensive use of media due to excess profit taxes.

Network Question

With network radio sales providing the only shadowy element in the overall picture, executives believe the industry will operate in a healthy state and join the mobilization effort well-equipped to serve the nation in a dark hour.

Almost startling in the roundup of industry opinion is the frequency of one statement—a belief that radio in general is not suffering from TV. The first flush of derogation against radio, based on charges that people quit listening once they get television, has been dissipated to a surprising extent. This anti-radio feeling had been stirred by buyers eager to whittle rates down and by competing media.

Rising operating costs are foreseen by most station officials, partially offsetting expected revenue gains.

General business will be good next year in most branches of commerce and industry, aside from the obvious scarcities that will develop with conversion to a war economy. Here, again, the lessons of recent World War II are recalled.

Many FM operators who sell time (a large percentage don't) are hopeful. Anomaly of the FM picture is the 2 million growth in set circulation in 1950, a trend that hasn't received much recognition.

An obvious adjustment period is anticipated during 1951 during the early mobilization months but this hysteria is expected to simmer as the nation's economy moves along in the transition process.

High production of both radio and TV sets added to the audiences of the two media but this steep upward trend is due for a leveling once the manufacturing industry starts turning out war items in quantity.

In a nutshell, views of industry segments follow:

ADVERTISERS—Radio budgets to be increased by 57% of radio users, with a third expecting to maintain 1950 level (compared to 45% year ago); 70% of TV advertisers plan to increase budgets, with rest planning no cutback. Very few plan to divert funds from radio into TV. (See page 23).

AGENCIES — Radio's upswing to continue in 1951, with TV spending increasing; 57% expect radio budgets to go up, 22% same, 16% decline; 82% to increase TV budgets, 18% to stay same. (See page 19).

STATIONS—Radio time sales will rise, say three-fourths of stations; increase to range from 5% to 15%; local and national spot headed upward, operators feel, but national network prospects aren't considered so bright as only 22% predict increases. (See page 26).

TV STATIONS—Continuation of amazing upward sweep expected by practically all TV outlets; many have worked their way out of the red; FCC's artificial freeze keeping down competition; time sales expected to rise from 15% to 50%, or even more. (See page 63).

TRADE ASSOCIATIONS—NAB and Radio-Television Mfrs. Assn. cooperating to support national mobilization. Broadcast Advisory Council in close contact with government officials; it represents several segments of industry. (See pages 24 and 32).

RESEARCH — Although TV is cutting into radio audience in TV cities, radio is definitely established medium which will continue to sell goods. (See page 37).

NETWORKS—Three of four radio networks had declines in 1950, with possibility of rate reductions considered under pressure from some sponsors and agencies; expected business activity may lead to improved billings. (See page 32.)

TV NETWORKS—Having almost quadrupled time sales in 1950, video networks bothered by shortage of station outlets. (See page 60).

FCC—Chairman Wayne Coy, recalling broadcasting's record in World War II, promised every possible aid to industry participation in defense and noted TV's first chance to serve a defense role. (See page 20).

PROGRAM FIRMS — Despite prospect of materials shortages and rising operating costs, half of program and transcription firms expect business to increase. (See page 24).

LABOR—Uncertainties to bring severe problems to both labor and management as controls increase and supply of labor dwindles. (See page 37).

FILM PRODUCERS—This fast-growing young industry may enjoy spectacular development in 1951 though costs are rising. (See page 62).

Yearend statements for **REGIONAL NETWORKS, STATION REPRESENTATIVES, FM STATIONS, ASSN. OF FEDERAL COMMUNICATIONS CONSULTING ENGINEERS** will appear in Jan. 1, 1951, issue of BROADCASTING • TELECASTING.

[*Alphabetical index of industry executives quoted is on page 22.*]

AGENCIES

Yearend Roundup

Radio Budgets to Increase, 57% Say

BRISK billings in radio and television against a backdrop of good business conditions in 1951 are indicated by advertising agencies surveyed by BROADCASTING • TELECASTING at the year's end. Executives feel the upswing in radio spending during 1950 should continue unabated in 1951, subject to a spotty variance due to defense conditions.

A marked number of respondents, some 57%, expect radio budgets to climb higher than in 1950. Another 22% find their allotments to radio toeing the line set during the current year. A 16% slice of agency opinion looks to some cutbacks, most of the reductions only slight.

The unaccounted for 5% is the segment which is "up-in-the-air" because of the unsettled international scene. These agencies, for the most part, are pegging plans on an almost week-to-week basis.

Breakdown of projected television spending makes the broadcasting baby's coming of age obvious. Forecast for '51 is a budget increase by 82% of those surveyed. A noticeable percentage of 18 are keeping expenditures near 1950's level. Apparently this is explained by the expressed uncertainty over war conditions which seem destined to thicken the freeze of TV stations and skeletonize the production lines of TV set manufacturers.

Time Scarce

Agency spokesmen at key market areas, such as New York, Chicago, and Los Angeles, point to scanty availabilities in nighttime television and a scramble for daytime video openings.

The majority of agency people, in the Midwest as well as on both coasts, base their predictions of a surge in AM buying on the critical role radio will play in a time of crisis, such as the present national emergency. Consensus is that radio is the cheapest buy available for the advertiser to reach the greatest mass market.

Typical comments from agency spokesmen, on an area basis:

NEW YORK

James E. Hanna, vice president in charge of radio and television in New York for N. W. Ayer, puts a finger on "increased use of spots by our advertisers for both radio and television." Spot in radio, he says, will exceed network placement in volume. TV network probably will remain constant "despite the accelerated use of spots" in the medium.

More radio clients and more

(Continued on page 42)

RADIO-TV SIGNALS

Truman Seeks 'Control'

FAR-REACHING plans to empower the President to "control" radio and television broadcasting along with other "electro-magnetic radiations" during times of war, national emergency, or even "strained international relationships" were submitted to Congress last week by the Dept. of Defense.

Although conclusive action at the current "lame duck" session of Congress seemed unlikely, the Defense Dept. asked for prompt enactment and its proposals aroused immediate reaction from the radio-TV industry.

Purpose of the plan, not introduced as legislation but submitted to key Capitol Hill committees as recommended bills, is to lay the groundwork for silencing or "distorting" radio signals which an enemy could use to guide bombers or missiles to U. S. targets.

In the Senate the Armed Services Committee, to which the proposed legislation was submitted, was reported late Thursday to have agreed to refer the whole question to the Interstate & Foreign Commerce Committee, which handles radio legislation.

In the House Armed Services Committee, which also received copies of the suggested bill, Chairman Carl Vinson (D-Ga.) was quoted as saying that action probably would await assembly of the new Congress in January.

Johnson's Views

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Commerce Committee, is known to be dubious about giving the military *carte blanche* of the kind proposed, barring a positive showing that it is essential to the nation's welfare.

Commenting on the plan, Sen. Johnson said:

"I am greatly concerned about those aspects of this proposed legislation that are rightly worrying the broadcasters—namely the extension of control powers beyond Section 606 of the Communications Act of 1934, as amended, the possible delegation of this broad control power to some Government agency or the military, and the request that this power be available not only in actual hostilities or in periods of proclaimed emergencies but during all times of strained international relationships. Our Committee will examine this whole matter very carefully."

The Dept. of Defense has asked NAB for a conference on the proposed legislation.

FCC, whose Chairman Wayne Coy was awaiting call for secret Congressional testimony on the subject, also was said to be clearly skeptical of certain provisions in the proposed legislation—particularly that which would give the President "control" in times of "strained international relationships" in addition to times of war or proclaimed emergency.

The consensus of industry authorities was that the military must be supreme in time of actual crisis but that its power must be clearly defined and not allowed to extend to all situations—short of crisis—which may develop.

Civilian Defense authorities also were understood to be displeased with the plan, since radio and television have been described as the "nerve system" of civil defense (see separate story).

The original Defense Dept. move, it was learned, would have given the control power not to the President but to the Secretary of Defense, and would have taken the form of an "order" rather than legislation.

When FCC authorities were informed of the plan—late in November—they secured conferences with military authorities which resulted in a tentative "order" putting the control in the hands of the President, presumably on the theory that he would consult the FCC and other government agencies as well as military officials before taking action under the plan.

The FCC authorities apparently did not know that steps would be taken almost immediately to get "control" legislation.

Extensive Power

The proposed bill as now advocated by the Defense Dept. is an extension of Sec. 606(c) of the Communications Act, which gives to the President in times of proclaimed emergency the power to silence or take over, or to suspend or amend the rules applicable to, existing radio communications facilities.

The proposed law would extend the President's power in this regard to other "electro-magnetic radiations" ranging from 10 kc to 100,000 mc—including diathermy, industrial heating, etc.—as well as make it applicable "not only during hostilities or a proclaimed emergency, but also during time of strained international relationships when a surprise attack on the U. S. is a possibility."

To some extent, authorities said AM, FM and TV signals could also be used by an enemy for "homing" aircraft or guided missile to the area of specific targets.

If the proposed legislation were enacted, authorities appeared confident that FCC would have a hand in its application. For instance, they said, the Commission presumably would be represented on any board responsible for making "control" recommendations to the President. And as in World War II, it was noted, FCC personnel probably would man any interceptor command boards, or similar groups, which might be established to act on cue from military authorities to flash "silence" signals and all-clear notices to key stations.

The proposed Defense Bill, prepared and submitted to Congress

(Continued on page 66)

Thank You . . .

AP, UP, INS and Transradio, for carrying over your wires the digest of the Dec. 18 issue of BROADCASTNG • TELECASTING, to help us over the hump caused by the railroad strike emergency. While the strike ended Saturday, Dec. 16, the mail backlog and the Christmas jam indicated late deliveries of all second-class mail. Consequently, the Dec. 18 issue was air-freighted to central points. That the wire news summary served a useful purpose is evidenced by the many telegrams and letters commending the news associations and this publication.

WAYNE COY

Yearend Roundup

Grim Keynote for '51

By WAYNE COY

Chairman, Federal Communications Commission

"OUR homes, our nation, all the things we believe in are in great danger."

These words by President Truman state the grim keynote for American broadcasting for 1951. New problems and readjustments confront the broadcaster as he faces the new year but the overriding concern of all of us will be the national security.

Mr. Coy

The national emergency, the President has said, "will require us to make a lot of changes in our ordinary ways of doing things." Just how broadcasters may be called upon to reshape their plans to gear into the defense effort has not yet been delineated. It is a foregone conclusion, however, that broadcasters will have many responsibilities in the campaign to put the nation on a preparedness footing.

In the last war, broadcasting achieved a shining reputation for its service on the homefront. In any crisis that may threaten in the future, I know that broadcasters will again be found able and eager to marshall all their resources to protect "our homes, our nation, all the things we believe in."

Broadcasters may be assured that the Commission for its part will take every necessary step with equal alacrity to facilitate the participation of the industry in the strengthening of our defenses.

We need to take a number of highly important steps as quickly as possible in 1951 to build up American broadcasting to its maximum potential as a weapon of defense and—if necessary—as a weapon of war.

On the day of Pearl Harbor, America's broadcasting facilities to alert the people to their danger, to inform them instantaneously as to how they could best serve, to flash them news from the battlefronts, to rally them for Selective Service, for rationing, for War Bonds, for blood banks, conservation, food production, salvage, and many other measures, consisted of 918 AM stations, 48 FM stations and a half dozen TV stations. Today, we have more than 2,200 AM stations, 700 FM stations, and 107 TV stations.

Especially timely in this period of danger is the successful con-

(Continued on page 72)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Could we borrow Rudolph for a couple hours . . . our tower light has burned out!"

NBC RATE CONCLAVE

Affiliates Seek Preliminary Session

A PROVISIONAL meeting of the 48 NBC radio affiliates that have been asked to cut rates by the network will be held in advance of the Jan. 10 conference called by NBC to discuss rate reductions, BROADCASTING • TELECASTING learned last week.

A committee composed of some of the most influential NBC affiliates telegraphed others among the 48 that had been invited to New York by the network Jan. 10 suggesting that all the affiliates hold a private meeting Jan. 9, preliminary to the NBC conference the next day.

The committee said it believed that all the NBC affiliates to which the network had proposed rate reductions should stand up and be counted on as fundamental an issue as this. They urged the stations not to boycott the NBC meeting, as some had intended to do.

The purpose of the committee in seeking to arrange a Jan. 9 station-only conference was to attempt a solidification of affiliate opinion in advance of what undoubtedly will be a vigorous effort by the network to persuade them to accept the rate cut plan.

Johnson Queried

In Washington, meanwhile, a number of objectors contacted the office of Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, it was disclosed last week. They complained the projected NBC attempt to cut AM rates would jeopardize the entire industry rate structure and asked the senator to extend his "influence" to discourage such practices.

However, a committee spokesman emphasized that the issue apparently was an industry one and not the concern of Congress. It was understood, consequently, that Sen. Johnson does not plan to take any action.

NBC invited a total of 53 radio stations in television markets—those that would take evening rate reductions ranging as high as 25% under the NBC proposal—to the Jan. 10 meeting. Five of the stations were NBC owned-and-operated outlets and hence would be represented.

Accept Invitation

As of last Thursday about 25 of the 48 other stations had accepted the invitation, an NBC spokesman said.

An unknown number, however, had declined. Some had not been heard from.

It was thought probable that the receipt of the wire from the provisional affiliate committee, urging all affiliates to attend both the Jan. 9 conference confined to affiliates and the Jan. 10 meeting sponsored by NBC, would change the minds of most if not all of those who had declined NBC's invitation.

The provisional committee consisted of Clair McCollough, Steinman stations, who is chairman of the NBC Stations Planning & Advisory Committee; Tom A. Brooks, Hearst Radio (WBAL Baltimore); Lee B. Wailes, Fort Industry (WSPD Toledo); P. A. Sugg, WKY Oklahoma City; William Fay, WHAM Rochester, and Nathan Lord, WAVE Louisville.

None of the stations represented on the provisional committee was among the six that reportedly agreed to NBC's proposal at the time it was made.

Meeting Set

The NBC meeting is to begin at 10 a.m. Jan. 10 at New York's Waldorf-Astoria Hotel. The provisional committee wants the affiliates to meet at the Waldorf for dinner the night before and a business session following dinner.

Top NBC executives are expected to address the stations at the NBC-sponsored conference, but the final agenda has not been drawn.

Presumably the principal burden of persuasion will fall to Charles R. Denny, NBC executive vice president and acting chief of the radio network. Niles Trammell, NBC chairman of the board, who is vastly respected by the affiliates, also is expected to make an address.

Whatever form the program takes, it is certain that NBC will bring its most persuasive resources into play in an effort to convince the affiliates that rate cuts are needed immediately.

In opening its campaign to reduce rates, NBC endeavored to get station acceptance before Jan. 1. The Jan. 10 meeting was called when it became obvious that a majority of the affiliates was opposed to immediate rate cuts.

The NBC proposal called for evening radio rate reductions in 53 television markets, of percentages ranging from very little to as much as 25%. The average of the proposed reductions in the television markets would be about 12%.

Lounsberry Denies

REPORTS that CBS several months ago broached the prospect of radio rate reductions at a meeting of its Affiliates Advisory Board were strongly denied last week by I. R. (Ike) Lounsberry, WGR Buffalo, chairman of the affiliates board. "At no time at any of our Columbia Affiliates Advisory Board meetings has CBS proposed to us a rate reduction due to television or any other reason," he said. "We have discussed at our meetings the proposed plan suggested by ANA but the tenor of the meetings was to ridicule the idea in full."

RCA, CBS OPPOSED CUT

Aug. Letters Show

AS LATE as last August, the heads of the two largest entities in radio—Brig. Gen. David Sarnoff and Dr. Frank Stanton—were vigorously opposed to rate reductions in radio because of TV penetration, it was learned authoritatively last week.

This came to light in exchanges of correspondence between Chairman Edwin C. Johnson of the Senate Interstate Commerce Committee, and the two executives, representing NBC and CBS respectively.

Sen. Johnson had written them Aug. 17 after receiving "a number of letters from broadcasters" in essence contending that "economic chaos" would result from summary AM rate reductions. Although the Colorado Senator personally declined to release the correspondence or comment upon it, the interest he has manifested in the welfare of the radio and TV pursuits has prompted broadcasters throughout the country to approach him with their problems. A prolific correspondent, the Colorado Senator is both comprehensive and prompt in following through.

Gen. Sarnoff, who as chairman of the board of RCA, heads the policy direction of NBC, wrote Sen. Johnson that the "facts do not justify a reduction in network rates." Under normal circumstances, he said, a "rate increase for network radio would have been clearly justified by . . . larger circulation alone, to say nothing of the increase in operating costs."

Dr. Stanton, in his Aug. 23 reply, said that CBS had not acceded to requests of advertisers and agencies for AM rate adjustments. His network's growth, he concluded, has been possible only because of income from aural broadcasting.

Sen. Johnson's letter, and the responses of Gen. Sarnoff and Dr. Stanton, follow in full text:

Johnson Letter

During the past few weeks I have received a number of letters from broadcasters of which the following is typical:

> "This communication is being sent to you in the strictest confidence on a subject concerning which I feel sure you will want to be apprised. As you are aware, the dislocation of the radio industry, caused by the impact of television, has been nothing short of catastrophic. As one who has been in the radio broadcasting business for . . . years, I can candidly say that the present situation is producing nothing short of the most high-handed dogmatic actions on the part of the networks toward their affiliates that I have ever witnessed.
>
> "The present pending matter wherein the Assn. of National Advertisers is exerting tremendous pressure on the networks to reduce the rates of standard radio stations should receive the utmost consideration. As you know, the ANA has asked the networks to reduce rates in every city where television stations have gone in. They have made this request in spite of the fact that in many parts of the country there isn't the slightest evidence that there has been a decline in radio listening. As a result of this pressure, many affiliated AM stations are apprehensive that the networks will summarily reduce rates without even consulting the affiliates.
>
> "If such a move should be made, it could bring economic chaos in the broadcasting industry. The networks with the vast economic power at their command could force a rate reduction on all affiliates and make them like it. It seems to me that a warning sign should be posted that high-handed economic practices will not be tolerated.
>
> "In the final analysis, it's the independent broadcaster throughout the United States that is the backbone of the broadcasting business. I just don't believe he should be pushed around by the networks or the ANA.
>
> "As stated above, this is passed on to you in the strictest confidence. However, I have reason to believe that economic sanctions would be forthcoming on any independent broadcaster who has the temerity to boldly speak out."

Of course, the problem raised by this proposed reduction in AM broadcast advertising rate under our American system of broadcasting is not properly one for either the government regulatory agency or for this committee. Government could step in only if it should develop that the facts would prove that there was a conspiracy (within the legal meaning of that term) between the networks and the advertisers to reduce AM broadcast advertising rates in return for an agreement to raise television advertising rates. Under such a contingency—and there is no evidence or even an allegation that is taking place—it would be a matter for Justice Dept. investigation and anti-trust action.

However, in view of our close interest in the welfare of the American independent broadcaster and in the progress and health of the broadcasting and television indus-

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1951: Still North by Northwest . . . AN EDITORIAL

RADIO's executives and those of the allied fields — the advertisers, agencies, and station representatives—offer good tidings for the New Year at a time of world crisis when good tidings are all too rare.

Responding to BROADCASTING • TELECASTING's annual yearend surveys (see stories this issue), they show confidence in the face of domestic and international uncertainties, and predict increased expenditures for both radio and television time in 1951.

Results of the surveys are significant for another reason, too. For they serve further to allay fears which were becoming widespread to the effect that advertisers may be giving up on radio in favor of TV.

The advertisers' survey, for instance, shows that the percentage of respondent sponsors with plans to increase their radio budgets next year is greater now than it was 12 months ago. Television, being a new medium as well as a potent one, understandably is attracting increases from an even greater percentage. But it is reassuring to radio that in only an extremely few instances did advertisers say they're expanding in TV at radio's expense.

Though keenly aware of the unforeseeable impacts of a wartime or semi-wartime economy and in many cases reluctant to forecast general business prospects—and apt to qualify their predictions—those who ventured unconditional opinions were inclined to be optimistic.

It is the consensus that increases are in store for both local and national spot business but that network sales may drop or at best do well to maintain the 1950 level.

A predominant number of radio broadcasters in TV markets contend they aren't hurt by the new medium and many claim TV is pricing itself out of the local market and thereby developing new appreciation of radio.

In any case, a general increase in gross revenues appears to be in the cards—but with a rise also in operating expenses, so that again management is offered a challenge to operate at highest possible efficiency while rendering top service.

Despite dismal world conditions, there is ample reason to face the future with confidence that wise management can handle problems as they develop, and perhaps with a reasonable profit in the best American tradition.

ADVERTISERS

Yearend Roundup

57.2% To Boost AM Budgets in 1951

FACING a New Year of far-reaching uncertainties and many unknowns, major national advertisers in substantial numbers are planning to increase their expenditures in both radio and television in 1951.

This was indicated last week in final tabulations of a BROADCASTING • TELECASTING survey. Confirming the trends outlined by early returns [BROADCASTING • TELECASTING, Dec. 18], the final results showed:

● Approximately 57.2% of the respondent radio users whose 1951 plans are well under way expect to increase their radio appropriations next year, while 33.3% expect their 1951 radio spending to maintain the 1950 level.

● Approximately 70.4% of the TV users who outlined their plans are scheduling TV budget increases, with the rest (29.6%) planning to continue at the rate of this year's allocations.

Further quieting AM fears that sponsors may abandon radio for TV, the survey showed a low number expanding in television at the expense of AM. In the survey group 9.5% indicated reduced radio budgets for one or more reasons, and in most cases it was indicated the reduction would be relatively slight.

Expansions Planned

On the other hand, the percentage of companies planning radio increases was greater this year than a year ago—57.2% as against 45% then. In television, with the number of sponsors vastly increased during the past 12 months, the percentage contemplating larger TV schedules now is somewhat less than a year ago—70.4% compared to 82% then—but again none is planning a cutback.

Uncertainties arising out of the international situation—war possibilities, shortages, government controls, etc.—left many advertisers reluctant to hazard a forecast on business prospects.

Most pessimistic was a spokesman who said the situation is such that he could nost safely predict "even future existence for 1951." But most officials who undertook to appraise the outlook qualified their words with a reference to unsettled world conditions.

Many major companies have not yet drawn up their 1951 advertising budgets. Others, for policy reasons, were unable to provide details.

Highlights of the returns:

For Colgate-Palmolive-Peet Co., Media Director R. C. Robertson pointed out that "it is a matter of record . . . that we have renewed for the first quarter of 1951 all of our AM network radio shows and our two network television shows."

"Further," he added, "we will continue to use AM radio spots extensively and, in addition, we will expand our use of TV spots somewhat. We believe that all of this says that we expect business to continue good, at least during the first quarter of 1951."

A 26% increase in 1951 radio-TV expenditures was forecast for Bristol-Myers Co. by Joseph M. Allen, vice president.

"Barring government restrictions on materials or an all-out war," he said, "indications point to excellent business prospects and a very good year."

Mr. Allen

Mr. Peabody

The Borden Co. plans to increase its radio expenditure "slightly" and its TV outlay "materially," according to Stuart Peabody, assistant vice president. He felt it impossible to estimate the company's 1951 business prospects, "except that they will conform to general level of the economy."

Procter & Gamble, which sets up its budgets on a fiscal year basis, was unable to forecast expenditures beyond June 30, but spokesmen anticipated "no radical change in the current rate of spending for radio and television during the first six months of 1951."

Stokely-Van Camp, Inc., Indianapolis, plans "a big step-up" for its "Honor Brand" TV, with 61% of its budget allocated to the visual medium, Advertising and Sales Promotion Manager Ray N. Peterson reported. He regarded business volume prospects for 1951 as "bright" at this time, "depending entirely on government restrictions."

General Mills Outlook

General Mills expects 1951 to be a good year for foods and plans "some increase in overall radio and TV budgets" for the year, according to Samuel C. Gale, vice president and director of advertising.

Brown & Williamson Tobacco Co., anticipates increased sales and a larger advertising budget in 1951 and expects that "the bulk of our advertising will continue to be in radio and television," Advertising Manager J. W. Burgard said.

Thus far, he said, "constantly increasing sales" have enabled B&W to use spot television for its Kool, Raleigh and Viceroy cigarettes while also making "a slight expansion" of the radio budget. B&W "is completing the biggest year in its history" and looks for "continuing gains through 1951," he said.

Trans World Airlines, for the past three years one of the first and most consistent airline users of radio media, will increase its radio and television advertising in 1951 by about 150%, according to S. J. Henry Jr., assistant advertising director.

Mr. Henry said TWA plans to broaden its use of radio on a national basis. During 1950 it used spot announcements to reach major markets on 45 stations in 18 cities, in addition to foreign-language broadcasts on about 50 stations in 25 cities. In television TWA has used spots in top markets and plans to broaden this effort in 1951. Present plans call for a series of five-minute travelogue programs stressing TWA's service to London, Paris, Rome and other European points, as well as U. S. vacation areas.

The Assn. of American Railroads plans to increase its outlay for its *Railroad Hour* network radio show by approximately $165,000 in 1951, bringing the total expenditure to about $1,315,000, Advertising Manager H. F. McLaury said. Plans do not now include television.

Mr. McLaury said railroads "must anticipate both heavy volume of traffic and heavy responsibilities in 1951 owing to the accelerating demands of national defense, and they have taken steps to meet these demands—first, fully and without delay."

American Home Products Corp.'s William M. Stedman, director of advertising, felt it will be impossible to estimate business prospects for the coming year, but said the company at the present time is not planning to cut back its appropriation for either radio or TV.

Mr. Stedman

Mr. Mintz

Admiral Corp. spent almost $2 million in television this year and plans a similar budget in 1951, Advertising Director Seymour Mintz said. Total advertising outlay approximated $18 million in 1950, he said, but could make no definite estimate for 1951 because of unsettled world conditions, "advertising expenditure being entirely contingent on production possible."

He thought TV production will be down but that "overall business prospects considering both television production and rearmament work will be high volume," though "profits will suffer because of conversion costs when required."

RCA-Victor Division regards 1951 business prospects as uncertain, but expects to spend 25% more for radio and TV than it did this year, according to R. H. Coffin, director of advertising. The com-

(Continued on page 40)

NATIONAL ASSN. OF BROADCASTERS

'51 Will Be Critical Year, But Broadcasters Are Prepared for Role

By JUSTIN MILLER

President, National Assn. of Broadcasters
Chairman, Broadcast Advisory Council

THE TREND of international events is indicative that 1951 will be a critical year for radio and television. With the nation already in the process of converting its economy to a basis of wartime preparedness, grave problems loom on the horizon.

However, America's broadcasters are patriotically alert and, through the Broadcast Advisory Council, have offered their services to the country. In a recent meeting—prelude to future gatherings with leading government officials—the President and other top defense executives accepted the medium's offer, and assured broadcasters that their's is a vital industry with definite services to perform.

The broadcasters are prepared to make their contribution toward the preservation of the American way of life.

XUM

PROGRAM FIRMS

Yearend Roundup

See Revenue Gains Offsetting Costs

(Also see page 62 for yearend forecasts of film program producers.)

FACED with the prospect of materials shortages in an emergency economy and a sharp hike in operating expenses, transcription and program packaging firms are, nevertheless, confident they will show percentage revenue gains during 1951.

The consensus of most executives replying to a BROADCASTING • TELECASTING questionnaire is that revenue will more than offset the anticipated rise in operational costs at individual firms, notwithstanding a new AFRA contract calling for increases in performer fees averaging 175% [BROADCASTING • TELECASTING, Dec. 11].

Transcription and program firms, the majority of them optimistic over their own prospects for greater revenue, appear about evenly divided as to radio's outlook. About half (45%) tabbed 1951 as a "bigger" year; another 45% foresaw no great change; and the remaining 10% felt radio's revenue level would drop off from 1950.

Many transcribers painted a dark outlook for national network business, with about 63% contending revenue would drop. The remainder saw no change during 1951. None felt networks would show any gains because of spot radio's growing prominence in the industry.

Total of 80% felt that national spot would jump next year, with none predicting any decrease. Conclusions on local billings were less emphatic, with slightly over 50% forecasting revenue boosts and the remainder divided between "smaller" and "unchanged."

Spot Increase Seen

Estimates for increases in national spot ranged from 10% to 15%; for decreases in national network, from 5% to 20%; and for boosts in local billings, from 9% to 15%.

Reasons given for renewed activity on the spot level included: Expansion of smaller firms because of war economy; addition by small stations of program libraries; expansion by transcription and production firms of their services; trend to spot, partly because of TV's impact on network radio; and extensive use of tape for broadcast duplication.

Predictions on individual company revenue boosts varied from 5% to 35%, with 10% and 15% figures most commonly quoted. One producer was optimistic enough to anticipate an increase in his business from 100% to 300%. On the other hand, two companies felt they would suffer revenue cutbacks of 25% and 30%.

Operating expense hikes ranged in estimates from 5% to 25%, with 5% and 10% increases the most frequently quoted. No executive ventured the bold prediction that operating costs would drop.

Business in general, according to about 65% of the respondents, will be on the upswing, with the remaining executives about evenly divided as to whether business will slow up or remain approximately the same in 1951.

Business forecasts by regions are as follows:

NEW YORK

Most of the program and transcription firms plan to expand their 1951 production schedules, judging from yearend statements received by BROADCASTING • TELECASTING.

John Sinn, president of World Broadcasting System, reports that World, now affiliated with 796 stations, plans to include more new talent, programming material and sales help. Firm will siphon off an additional 32% of its budget for production in 1951. Stations themselves have reported, according to Mr. Sinn, the "highest sales record in their history on World programs and features." He adds:

"With certain materials becoming critically short, there is some question as to how many new sponsors can be supplied with the library facilities in the coming year, since the available material may only be sufficient to service present customers."

Mr. Sinn, speaking also as executive vice president for the Frederic W. Ziv Co., reported a 22% increase in sale of syndicated transcriptions over last year's total.

"This increase was accounted for by a growing interest in radio from many national advertisers who formerly used only network radio, going into the spot radio field. Indications are that business will remain at this level, or go even higher, at least for the first six months of 1951. In anticipation of this, the Ziv Co. has planned the heaviest production schedule ever for the coming year," Mr. Sinn stated.

Mr. Sinn

Mr. Mercer

James Mercer, manager of RCA Recorded Program Services (RCA Thesaurus), reports that the operation "confidently enters 1951 with a projected sales increase of about 30% over this year," based on the "tremendous advertiser acceptance" accorded the Thesaurus' "New Era" in commercial programming through a library service. The past year was the "biggest and best" in its history, he states.

"Further developments and innovations in Thesaurus programming and promotion scheduled for introduction during the coming year . . . can only mean greater growth and wider station endorsement of the directions we have taken," Mr. Mercer asserted.

Maurice B. Mitchell, vice president and general manager, Associated Program Service, expects a sharp increase in 1951 due chiefly to a revival of local programming. However, he also predicts increased operational expenses by 25-20% because of new AFRA contracts. Mr. Mitchell observes:

"I don't think there is any question but that 1951 will once again be radio's biggest year, from the station point of view. In fact, I think 1950 has definitely laid the ghost created by those who thought television . . . was going to spell the doom of the greatest advertising force that civilization has ever known."

Mitchell Forecast

Mr. Mitchell, former BAB head, sees a continued upswing of retail billings coupled with national spot advertiser expansion in station time purchases. He cites newsprint shortages "but the basic factor will continue to be the growing recognition of the fact that radio can produce more results, reach more people, deliver more genuine advertising impact per dollar, than any other medium available to local businessmen."

Mr. Mitchell

Harry S. Goodman, president, Harry S. Goodman, Radio and Television Productions, believes that network radio programming "will continue to become less and less attractive to the affiliate," thus improving the position of the transcription companies that have good programs to offer. Mr. Goodman explained:

"We find that the AM stations in metropolitan areas are fast putting in transcribed shows to replace network sustainers, because they can get an income on a transcription in Class A time and sell it to local merchants and make 100% of the income instead of splitting it with the networks. We found that we have sold a good many packages of block programming to stations of this kind that in turn sell out one-minute spots

(Continued on page 53)

BAB

Yearend Roundup

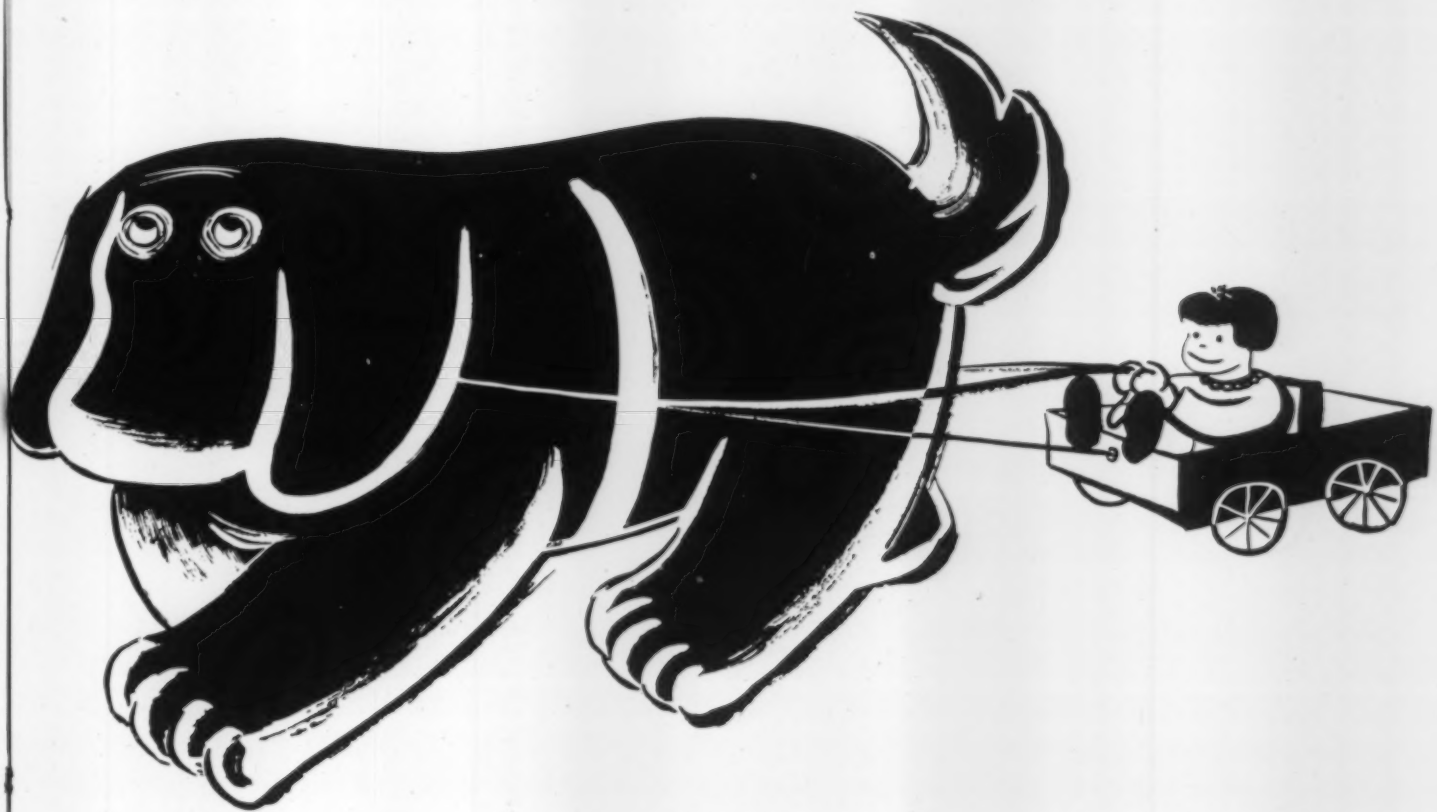
Higgins Sees Bigger Role For Radio in '51

By HUGH M. P. HIGGINS
Director, Broadcast Adv. Bureau

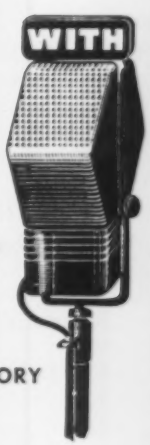
IN 1951, more than ever before in its 30-year history, commercial radio will fulfill its reason for being. It again will be for 150 million Americans the greatest (and in some cases the only) means of mass communication. Hour after hour in every day of the new year it will report the news of the moment, promptly and accurately from every corner of the world. It will be the preferred purveyor of this news and the only medium that the rigors of logistics cannot silence. It will be, as always, the primary mass informational medium giving free and full discussion to all important issues of the day, providing a flexible channel of expression for our national leaders, responsible groups, and constructive points of view. It will be a defender of our freedom, a champion of our way of life. In 1951, commercial radio wears the mantle of democracy. It is an immediate means of national enlightenment, and so of national preparedness. By it we can gird ourselves for the duties, the dangers, the rigors that lie ahead. Through it, the heterogeneous masses of America can be molded into the resolute unity that 1776 envisioned and 1951 demands.

Mr. Higgins

In 1951 commercial radio will continue on the ascendency. In 1951, when manufacturers have to hold their own in brand preference positions; when retailers have to disseminate pertinent customer information to keep stores established as headquarters for certain types of merchandise more new and more old advertisers will turn to radio to register these impressions. I look for a still greater emergence of local, spot and network broadcasting advertisers into expanded use of the broadcast medium. There is every indication that competing media will be faced with problems of scarcity. This is truly unfortunate, but radio's records in a similar period some years ago proved beyond any doubt that its economy, adaptability, flexibility, and effectiveness are inherent characteristics that recommend it for a still greater role in 1951. Commercial radio, after its greatest year, welcomes 1951 with eagerness and confidence."



You get a lot for a little*



*MORE LISTENERS-PER-DOLLAR THAN ANY OTHER TV OR RADIO STATION IN BALTIMORE

SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

STATION OUTLOOK

Yearend Roundup

76% See Continued Increase

THE business of broadcasting (AM) will continue to expand in 1951, in the opinion of 76% of station executives contacted by BROADCASTING • TELECASTING.

Replies of 149 officials representing a cross section of the broadcast industry to a questionnaire on 1951 prospects show that only 1% look for a decline in broadcast revenues next year. Twenty-three percent figure 1951 income will be about the same as 1950 revenues.

Most of those commenting on 1951 prospects point out that conversion to a complete wartime economy or disastrous developments on the international front could upset all predictions. Their observations are tempered by qualifications of this sort.

Of the 76% who expect radio business to increase in 1951, 8% look for a gain of 5%; 26% for a gain of 10%; 10% for a gain of 15%; 3% for a gain of 20%; 3% for a gain of 25%. Another 25% made no attempt to estimate the extent of the increase. One station manager is counting on a 50% gain in AM revenue.

Peering into the possibilities for local advertising, 80% expect an increase, 3% expect a loss for the year and 17% expect local to stay about the same.

Gains Expected

Of the 80% expecting local business to go up, 16% look for a gain of 5%; 30% for a gain of 10%; 7% for a gain of 15%; 7% for a gain of 20%; 4% for a gain of 25%; 16% made no definite estimate. Two persons expect local to go up 50% and another figures on a 30% increase.

Especially hopeful are those who look into the future of national spot, with 82% anticipating a bigger year, 3% expecting a drop and 16% expecting no change.

Of the 82% counting on an increase in national spot, 19% look for a gain up to 5%, 23% for a gain of 10%, 12% for a gain of 15%, 4% for a gain of 20%, 2% for a gain of 25%, 3% for a gain of 30%, 1% for a gain of 45% and 1% for a gain of 50%, with 17% mentioning no specific increase.

The picture is not nearly so bright in the national network field, with only 22% expecting business to go up in 1951 whereas 32% expect it to drop and 46% figure there will be no change.

Of the 22% forecasting an upward trend in national network sales, 7% look for a gain of 5%; 8% for a gain of 10%; 2% for a gain of 20%; 1% for a gain of 25% and 4% no particular amount.

Of the 32% expecting a drop in network sales, 9% look for a loss of 5%, 9% for a loss of 10%, 2% for a loss of 15%, 2% for a loss of 20%, 10% no particular amount.

Principal sources of increased revenue, by type of sponsor, were listed in this order: Retail and department store, automotive, food, drug, industrial, institutional, beer, general, all types, soap, farm, farm implements, soft drinks, services, soft goods, oil, wine, feed, amusements.

Judging by the questionnaire replies, broadcasters in television cities are not suffering from the video competition in a good many cases. Only 17% of the 79 respondent stations located in TV areas admitted they had thus far been hurt. Few mentioned any particular amount of injury, though one said 15% and another 20%.

Seventy-seven percent of those replying said TV has not affected their business, though a number added "not yet." Six percent said TV actually has helped AM sales.

FM Prospects

As to FM, only a fourth of the stations replied to the question about business in that medium. Of these 81% said they expected no change, but in a large number of cases these stations duplicate AM programs and do not charge for FM time. Twelve percent expect an increase in FM business next year, with half of operating transit and/or storecasting.

There's no question about the prospects of operating costs heading upward, judging by the questionnaire replies. Ninety-five percent of those replying expect costs to go up, 4% expect no change and 1% anticipate a decline in costs.

Of the 95% expecting costs to rise, 1% look for a rise of 2% in costs; 7% for a rise of 5%; 71% for a rise of 10%; 6% for a rise of 15%; 2% for a rise of 20% and 1% for a rise of 25%. Seven percent mentioned no specific figure.

Sixty-nine percent of broadcasters expect general business throughout the nation to increase, mostly around 10%, with 24% anticipating no change in business and 7% looking for a decline.

Here are excerpts from typical comments of station executives:

C. Robert Thompson, station manager of WBEN-AM-FM-TV Buffalo, believes TV will make inroads in local and national spot as well as network business and "can only see a bright picture for TV providing economic conditions will permit."

H Quenton Cox, general manager of KGW Portland, Ore., is "cautiously optimistic" with upward local radio business likely to continue as large institutions swing into war production and turn to network billings.

Mr. Cox

Mr. Sholis

Victor A. Sholis, vice president of WHAS Louisville, asked: "Have you a crystal ball?" He looks for local to hold up, with spot rising and network easing. "Radio prospects for first quarter of '51 are good, and this also applies to TV."

Red Cross, commercial manager of WMAZ Macon, Ga., in the middle of Georgia's "arsenal area," anticipates "plenty" of business with little profit because of heavy taxes.

J. Harold Ryan, vice president-treasurer, Fort Industry Co., expects a shortage of civilian goods. TV will flourish in its early period and while the number of outlets is "artificially limited," he said, with radio "very good for those who go after it."

Mr. Ryan

Mr. Caley

Charles C. Caley, vice president and general manager of WMBD Peoria, Ill., said total mobilization likely will aid AM radio because "of restrictions on other media and immediate slow-down of TV."

Barron Howard, business manager of WRVA Richmond, Va.: "We will sell time in 1951 just as we always have — because we'll work at it."

Henry P. Johnston, managing director of WSGN Birmingham: "Although transient business for radio may decrease, an aggressive station should be able to capture the more permanent and far-sighted advertisers, and thereby show a general increase."

Hugh M. Feltis, manager of KING Seattle: "The advertising industry conducted itself very creditably in World War II and all of that experience will be needed in 1951."

Gordon Gray, vice president of WIP Philadelphia, said that if business, despite controls, continues in 1951 as in the last quarter of 1950 the station "would show a considerable increase."

L. Waters Milbourne, executive vice president of WCAO Baltimore, expects AM business "to be at least as good as it was in 1950. The outlook for the first few months of 1951 is better than was the case a year ago."

Robert O. Reynolds, vice president and general manager of KMPC Los Angeles, sees "a resurgence of local advertisers to AM caused by rising rates of TV and other media."

Calvin J. Smith, president and general manager of KFAC Los Angeles, predicts "AM radio will hold its own until toward the end of the year when TV will cut in sharply. TV will not take the business but will pile up a damaging majority of listener hours."

William B. Way, vice president of KVOO Tulsa: "The communica-

(Continued on page 56)

FCBA

Yearend Roundup

No 'Drastic' Effects Seen In Mobilization Plans

By NEVILLE MILLER

President, Federal Communications Bar Assn.

THE YEAR 1950 has been an exciting year due mainly to the rapid development and growth of television. Were it not for the uncertainty due to the international situation, we could safely predict that the year 1951 would be a year of even greater activity and growth.

The TV allocation proceedings should be completed during the first half of 1951, followed by the filing of an unprecedented number of applications. The tempo at the Commission probably will be reminiscent of the years 1945 and '46, unless the mobilization program, which undoubtedly will make large demands for manpower and equipment, produces another "freeze." The broadcasting industry differs from many other industries in that the great system of mass communication which it provides needs no revamping to be available for use in case of an emergency or to meet war needs. Therefore the progress of the mobilization program will not affect normal operations as drastically as it will affect normal operations of many other industries.

Mr. Miller

In the past year television raised many novel legal questions particularly in the relatively new field of "right of privacy." Undoubtedly legal problems will continue to multiply with the development of television.

From any angle you view it, the year 1951 will be a year of activity with new problems in every field. I am confident the broadcasting industry will meet and solve the problems with the same ability, ingenuity and resourcefulness with which it has solved its problems in the past.

Music... Our Common Heritage carries a real meaning for

Christmas ...1950

DECK the halls with boughs of holly, fill the air with joyous song — Christmas, 1950! A Holy day as well as a holiday, its celebration at times reverent, at times gay, Christmas has a two-fold significance — commemorating the birth of peace, and celebrating the seasonal customs of many people. The ordinary festivity of a usual Christmas season takes on added glow with the happy reunions of family and friends.

Music has always been the most natural expression of the true Yuletide spirit. Hymns and carols have been handed down through the years until it becomes impossible to imagine Christmas without them.

Our heritage of song gives everyone the means to share and spread the brotherhood and fellowship of Christmas.

BMI sincerely extends the greetings and best wishes of the holiday season to everyone.

BROADCAST MUSIC, INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.

New York • Chicago
Hollywood • Toronto
Montreal

KOREA CENSORSHIP

Ordered Reluctantly

IN A surprise move borne of reluctance but nurtured in military desperation, Gen. Douglas MacArthur's headquarters last Wednesday imposed complete censorship on the flow of information from combat radio and newspaper reporters at the Korean front.

At the same time there were indications that the Defense Dept. had sharpened its vigilance over the broadcast and publication of vital production data with a view to tighter domestic curbs.

There also was mounting speculation, amid tensening international developments, that the government is dusting off blueprints for revival of a war information office and, possibly, an office of censorship, though no confirmation was forthcoming.

These prospects were held out, in any event, following renewed closed circuit discussions last Monday between Defense Secretary George C. Marshall and industry representatives of all media, including NAB [BROADCASTING • TELECASTING, Dec. 18].

It was understood that the industry group was appraised of the need for more stringent voluntary curbs on the use of data dealing with production of vital equipment and other aspects. The subject of possible radio-TV silence, described as a form of "technical censorship," also was aired during the meeting with Secretary Marshall (see separate story).

MacArthur Gets Views

It further was reported that the committee, which met informally on its own Monday, had approved and sent to Gen. MacArthur a memorandum touching on censorship and security. Comments were not disclosed, but, in any event, the imposition of security curbs in the military theatre followed almost within 48 hours.

Attending the closed session were President Justin Miller, Public Affairs Director Robert K. Richards and Government Relations Director Ralph Hardy, all of NAB; B. M. McKelway, *Washington Evening Star*, (WMAL-AM-TV-FM Washington), and Jack Lockhart, Scripps-Howard, representing the American Society of Newspaper Editors; Lyle Wilson, UP; Robert McLean and Frank Starzell, AP; Cranston Williams, American Newspaper Publishers Assn.; Barry Farris and William K. Hutchinson, INS; and representatives of the information branches of the Air Force, Army and Navy, including Maj. Gen. Floyd L. Parks, chief of the Army Public Relations Office.

Failure of the Defense Secretary's Office to request participation of the Radio Correspondents Assn. aroused mild protests from that group. William McAndrew, WRC-AM-FM and WNBW (TV) Washington, association president, said he had apprised Secretary Marshall that the association represents the four major networks and numerous independent stations, and requested that it be included in future planning involving all media.

Mr. McAndrew explained that it probably was an "oversight" and based on the department's premise that NAB, which attended, represents the entire broadcasting industry. He pointed out that ABC and CBS are not NAB members, and that the correspondents' group represents "working radio-TV newsmen from all over the nation."

The whole scope of relation between military censorship and domestic security curbs was explored by members of the committee, who lunched with Secretary Marshall last Monday. Aggravation of the military situation will necessarily lead to greater vigilance over use of domestic data, it was emphasized.

Need for representation by all news media and for coordination among radio-TV, newspapers and magazines was stressed during the session.

The conference was another step in a series of meetings involving participation by broadcasters, the ASNE contingent, and top government officials. The question was explored last August by those groups in talks with W. Stuart Symington, chairman of the National Security Resources Board. Radio and newspaper groups pledged support of voluntary controls on the basis pursued during World War II [BROADCASTING • TELECASTING, Aug. 21, 14].

Echols Issues Memo

The Korean censorship took the form of a memorandum from Gen. MacArthur's public relations officer, Col. M. P. Echols, which requested that dispatches of radio and newspaper correspondents be "screened and cleared" by authorities before being sent out to home offices. No penalties were set for violations.

Last Wednesday the Army announced it had clamped a blackout on release of information dealing with troop movements along the Alaskan seacoast.

While the Far Eastern censorship move caught even the prospective censors by surprise, it was felt that correspondents generally hailed the action as long-awaited and much needed. Many reportedly had requested formal censorship, not only to provide real security but to equalize breaks on important stories. This was understood to have been true of many radio newsmen.

Pentagon information officers also expressed belief that the action was generally welcomed by the majority of correspondents. In the face of opposition from Gen. MacArthur, some Defense Dept. officials had openly espoused censorship on grounds that the Korean Theatre was a "war zone" and had contended that similar curbs need not be imposed at other news centers in the world, or that it was not necessarily a matter for United Nations action.

NARND Complaint

Source of radio newsmen's concern—and the basis of a complaint filed by the National Assn. of Radio News Directors last summer—was the banning of two news service men from the war zone on grounds they had violated security at a time when newsmen were asked to exercise their own judgment in the absence of set rules [BROADCASTING • TELECASTING, July 24].

The MacArthur memorandum provides that all "press stories, radio broadcasts, (etc.) . . . whose origin is in Japan, will be submitted to the press advisory division for clearance before transmission." The Tokyo Press Advisory Division was established recently in response to newsmen's complaints that they had no responsible source to check on security matters.

It was pointed out that news telegraphed by radio is monitored by the Communists and that, once broadcast or published in the U. S. and elsewhere, it is available to Soviet agents.

Newsmen had been operating on a voluntary basis since the Korean war began June 25. Col. Echols recently issued four security directives which have served as informed guides for correspondents until the announcement of censorship controls.

PBS DEFENSE PLAN

Offers Time To Government

PROGRESSIVE Broadcasting System, which began operations in November as a nationwide network supplying programs to its affiliated stations on a 7 a.m. to 7 p.m. daily basis, last week ordered its program lines kept open until 11 p.m. and offered those evening hours to the government for any messages or programs which PBS can take to its member stations in support of defense and emergency activities.

Inspired by President Truman's broadcast of Dec. 15 proclaiming the existence of a state of national emergency, Miller McClintock, PBS board chairman, on Monday sent a letter to some 60 government departments and agencies including the Army, Air Force, Dept. of State, Office of War Mobilization, Civilian Defense, Price Stabilization Authority, etc. The first letter was addressed to Charles E. Wilson, director of the Office of Defense Mobilization.

PBS' Letter

Text of the letter:

The Progressive Broadcasting System, the fifth national radio network, has a special national emergency service to offer to your agency and to others directly connected with defense and mobilization activities.

We are a national daytime network and our regular programs are transmitted daily from 7 a.m. to 7 p.m. Beginning with President Truman's declaration of the national emergency, Mr. Larry Finley, our president, ordered our lines kept open seven days a week until 11 p.m. each day.

These four additional hours of program lines each day, that is from 7 p.m. to 11 p.m., are for the specific and exclusive purpose of providing an opportunity for you and other defense leaders to have a regular and instant channel for emergency broadcasts or for messages to local groups connected with your specific activities.

This unique emergency communications system is made possible through the world's greatest line system—the American Telephone & Telegraph Co. and its affiliated companies—and through the special operations of the Progressive Broadcasting System. This offer is made exclusively to official or quasi-official agencies connected with the defense effort and is, or course, without any cost.

Please wire me your probable needs and designate the public relations officer of your agency with whom we should make detailed arrangements.

"We hope and expect that this offer will be promptly accepted," Mr. McClintock told BROADCASTING • TELECASTING. He said that PBS would urge each government group to prepare its material for broadcasting in finished program form, to insure these emergency messages reaching the public exactly as the agency intended. He added that he visualized the more active agencies during the emergency period producing series of half-hour programs for broadcast once, twice or even oftener each week.

So far as possible, he said, all of the government programs will be channeled into the same time period each evening of the week, so that PBS listeners can become accustomed to tuning in for emergency information at the same time each night. The ideal time would be 8 to 9 p. m., he said, after dinner, when the whole family can be reached as a group.

To facilitate the delivery of these messages to the American public, the eastern and midwestern links of PBS are being permanently connected into a single network, Mr. McClintock said. Programs will be tape recorded in Chicago and flown to the network's West Coast headquarters for broadcast there.

KSPO To LBS

KSPO Spokane, Wash., has joined the Liberty Broadcasting System as a fulltime affiliate.

Greetings

of the season

and warmest good wishes

for the New Year

from

KDKA
PITTSBURGH

WBZ
BOSTON

KYW
PHILADELPHIA

WOWO
FORT WAYNE

KEX
PORTLAND

WBZA
SPRINGFIELD

WBZ-TV
BOSTON

WESTINGHOUSE RADIO STATIONS Inc

CONGRESS

Yearend Roundup

Radio Bills Hinge on War Status

RADIO-TV industry must prepare in 1951 for a continued operation in a prolonged period of world unsettlement and upheaval; what the industry has done in the immediate past only can be measured as prologue to what will come.

That is the consensus on Capitol Hill by legislators who are close to the radio-communications' role in the current feverish war-or-defense buildup. According to the best radio-informed among national lawmakers, future radio legislation in the 82d Congress hinges entirely on the critical international scene.

Already a series of government steps affecting communications, some of them requiring Congressional rubber-stamping, are underway (see separate stories this issue).

If the defense effort rolls ahead at the present pace, authorities point up, emphasis will grow stronger on the part communications can play militarily, politically (such as Voice of America and other propaganda uses), and defensively (such as in civil defense).

Nevertheless, there are still a number of isues which may appear in the new Congress that convenes Jan. 3, having a direct bearing on the industry. In general they are revenue, agency reorganization, "policing" of air waves, color television, the negotiated North American Regional Broadcast Agreement, TV allocations in the VHF-UHF, and appropriations. Any one of these could well burst forth with radio-active sparks.

Radio's Role

Theme of the responsibility that radio must assume in the days ahead is graphically sounded by Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee (see statement this page). In his evaluation of radio's future, the Senator said:

"There is no use blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress."

Looking at the effect of war preparation on the industry, Sen. Johnson opines, "the industry is going to have to pull in its belt and do its job under existing conditions." In assessing the broadcaster's function, the Senator cited "Ten Crisis Rules for Broadcasters" [BROADCASTING • TELECASTING, Dec. 11], laying emphasis on rule four—build a better newsroom by realizing "your greatest duty is to inform."

Stressing the informational function broadcasters can perform in times of emergency, the Senator observes "the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammeled American way."

Another informed spokesman, Sen. Ernest W. McFarland (D-Ariz.), the Senate Commerce radio subcommittee chairman and contender for the post of Senate Majority Leader in the new Congress, was questioned by BROADCASTING • TELECASTING, for his views on the industry outlook.

Sen. McFarland

According to Sen. McFarland "the year ahead—very probably the *years* immediately ahead—are fraught with the gravest responsibilities for American communications—both broadcasting and common carrier."

Pointing up the importance of communications at time of domestic or international difficulty, the Senator said even more duties face the broadcaster, namely "to keep the people promptly and fully informed." A democracy, Sen. McFarland said, "is made up of many groups of minorities and their viewpoints must not be ignored nor thrust aside in the stress and hysteria of the moment."

The Arizona Democrat voiced regret that "we have not before now evolved an overall national communications policy so that we might have entered this twilight zone of readiness-for-war with financially strong and well integrated common carrier communications enterprises."

Cites Policy Board

Referring to the temporary Communications Policy Board, set up by President Truman to study the problem of such a communications policy, Sen. McFarland said it was a step in the right direction and that "all of us look forward to the submission next February of sound, well-conceived long range policies which we may be able to implement promptly in the national interest."

It is his opinion, Sen. McFarland went on, that the U. S. has failed to recognize fully the "vital role of communications" both in peacetime and in the national defense. That an "awakening" may be in the offering is indicated in the Senator's concluding reference to his proposal that an Assistant Secretary for Communications be set up in the State Dept.

From the House side of the Capitol, Rep. Dwight L. Rogers (D-Fla.), a ranking member of the Interstate & Foreign Commerce Committee and probable chairman of its radio subcommittee in the 82d Congress, also underscored the world situation.

Commenting that all U. S. resources must be pledged to win the struggle against those "who seek to destroy our freedom," Rep. Rogers reminded "the radio spectrum is an important resource which can and must be put to best use in this struggle." He said it was his hope the Commerce group "will give prompt and careful consideration to any measure that will enable the many users of the radio spectrum, including particularly the broadcasters, to make the greatest possible contribution to our side in this conflict."

The sphere of radio transmission in the "present world tension" was viewed by Sen. William Benton (D-Conn.), a vociferous supporter of Voice of America, who told BROADCASTING • TELECASTING: "If it is at all possible to gauge the temper of this Congress, I would venture to say it is favorably disposed to re-examining Voice of America facilities with a view to expanding them in the light of the Korean crisis."

Sen. Benton

Radio, he reflected, will continue to play a "major strategic role in the communication of truth to peoples behind the iron curtain as well as those this side of it," urging U. S. leaders to call on the radio industry for its "increased support and technical advice in this special area of communication." Noting that the State Dept. has informed him that top Voice officials "are in constant touch with industry representatives," Sen. Benton said "radio has a large and important stake in the protection of our freedoms. It is heartening to note the industry's concern and cooperation.'"

JOHNSON

Yearend Roundup

Serious Effects on Radio By War Plans Cited

By SEN. EDWIN C. JOHNSON

Chairman, Senate Interstate and Foreign Commerce Committee

WHILE the long-range picture gives us every reason to anticipate that the next quarter-century will bring scientific changes and developments of a miracle-like nature in communications, intervening events of the past few months cast an ominous shadow over everything. There is no use blinking at the plain facts before us; we stand on the brink of political upheavals which may well affect all progress.

Sen. Johnson

The broadcasting industry will be seriously affected by the current war-preparation activity. The military demand for certain strategic materials coupled with the direct demand which will be made on the electronic manufacturing industry makes certain that broadcasting and television receivers will be in short supply; that new transmitting stations may not be constructed. The industry is going to have to pull in its belt and do its job under existing conditions.

In periods of abnormal military activity those responsible for our communications, and particularly the broadcast licensees, have an important function to perform. The "Ten Crisis Rules for Broadcasters" which appeared in the Dec. 11 issue of BROADCASTING • TELECASTING are proof of this. These rules make sense, and particularly does rule four. If it had said "Your greatest duty is to inform—*completely and without bias or slant*," it might be even more appropriate. This approach really needs emphasis in the light of comments made not so long ago by a certain network executive who reportedly told his affiliates that their duty was to influence the masses ideologically, "no matter how important the speaker may be for the minority." This sort of unwise policy has brought certain broadcasters into hot water in past years; this type of shortsighted undemocratic blindness has resulted in crackdowns and "bluebooks" by regulatory agencies.

No industry of a non-war nature has a more important task to perform in times of trouble than the broadcasting industry. The requirements of voluntary or imposed censorship notwithstanding, the broadcasting industry must be careful not only to adhere to but actually espouse the free, untrammeled American way. It must be remembered that the broadcasting business is basically the business of providing information and the greater the crisis the more the people in this democracy, or in any real democracy, will need instant and full information on whatever is occurring so that they may exercise sound judgment and make wise decisions.

Fly, Beekman Wed

JAMES L. FLY, FCC chairman in 1939-44, and Mrs. Phyllis Beekman, formerly of Chicago, were married last Wednesday in New York. Now practicing law in New York, Mr. Fly also has served the government as head of Tennessee Valley Authority's legal department and as special assistant to the Attorney-General in anti-trust cases.

XUM

every week for the whole year...

PLUS

the whole year for every week!

1951
BROADCASTING-TELECASTING
YEARBOOK
Analysis of 1950 Radio-TV Advertising
AUDIENCE ANALYSES
CONSULTING RADIO AND TELEVISION ENGINEERS
FCC RULES & REGULATIONS FOR BROADCAST SERVICES
U. S. AM BROADCASTING STATIONS BY FREQUENCIES
NAB STANDARDS OF PRACTICE FOR AMERICAN BROADCASTERS
HOW TO APPLY FOR A BROADCAST STATION LICENSE

A YEARBOOK WILL BE SENT TO YOU—if you're a BROADCASTING subscriber by January 8, 1951. This 3½ lb. source book contains a complete analysis of 1950 radio-TV advertising, 55 directories including station personnel, network & regional advertisers, 1001 references. You'll receive 52 weekly issues and the new Yearbook if you—

SUBSCRIBE NOW!

Paper restrictions shortly may limit subscriptions

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please enter my BROADCASTING subscription immediately and be sure to send the bonus 1951 Yearbook as part of this order.

☐ I enclose $7.00 ☐ Please bill me next February

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

XUM

Mr. KINTNER

Mr. McCONNELL

Mr. STANTON

Mr. WHITE

NETWORKS

Yearend Roundup

Rates Pose Biggest Question for '51

ONE BIG question confronting radio networks at the close of 1950 is whether, or how long, time rates can be kept from collapsing.

With three of the four major radio networks having suffered sharp declines in gross billings during 1950 and with one of them—NBC — having already proposed rate cuts in television markets, network executives are wondering if present rates have any chance to stand up through 1951.

A secondary question: If rates were cut, would enough advertisers buy network radio to overcome the rate decreases and keep total billings up to profitable levels? NBC plainly thought that would be the case. The reluctance of other networks to embark on rate cuts at this moment was indicative that they were not so sure.

At year's end ABC, MBS and NBC will add up gross billings less than those of 1949. CBS, the only major network to increase its gross time sales, will record billings at least $7.5 million bigger than last year.

Network Income

According to estimates, based on BROADCASTING • TELECASTING'S own projections of Publishers Information Bureau figures (which are complete only through October 1950), total gross billings for 1950 by networks (with comparative PIB figures for 1949) will be:

	1950	1949
ABC	$35,500,000	$42,342,854
CBS	71,000,000	63,403,583
MBS	16,200,000	18,040,596
NBC	61,500,000	64,013,296

The total billings of all four networks in 1950, $184,200,000 by BROADCASTING • TELECASTING'S estimate, will be some $3.6 million below the $187,800,329 total for 1949.

A major hope for the maintenance, and perhaps improvement, of radio network billings in 1951 stemmed from the belief that the nation's progress toward a war economy would produce added advertising funds.

As Frank White, MBS President, put it: "The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects, the real, practical need for this medium (radio) will continue to be as real and as practical as ever in 1951."

Robert E. Kintner, ABC President, said radio was "getting its second wind." Radio, he said, "is still the most effective medium for delivering the biggest audience for the advertiser's dollar."

But no network chief could make specific forecasts about the shape that 1951 would take. Radio business, like all other businesses, would be profoundly affected by the international crisis.

Some network executives pointed out that an excess profits tax might encourage advertising expenditures, but nobody knew how much money a company would be able to write off for advertising without suffering tax penalties.

The imponderables of the war crisis and its effect on the economy were troublesome in themselves, but the immediate headache of all networks was the rate question.

Rate Cut Problem

Executives of other networks made no secret of their belief that if NBC cut rates in television markets—either by persuading its affiliates to downgrade themselves or by absorbing the reductions itself—it would be only a matter of time until they would have to do likewise.

Year-end statements of the four network presidents follow:

Robert E. Kintner, president, ABC:

"Radio, still way out in front in circulation and billings over its young brother—Television, is getting its second wind.

"Looking over the advertising picture as a whole, it seems apparent that more and more advertisers are turning to radio to do their mass audience selling and that, as in the past, they will concentrate on the medium for this job while using other media, including television, for specialized sales efforts.

"Indicative of this, at least so far as ABC is concerned, are the recent sales in prime evening radio time to Mars Inc., a leading candy manufacturer, and the purchase of ABC's 'Saturation Plan' by the Buick Motor Division of General Motors Corp.

"Mars Inc. contracted with ABC for the largest nighttime program sale of the year, effective Jan. 1, 1951, when this Chicago candy manufacturer will begin sponsoring four different ABC radio programs engrossing one and three-quarter evening broadcast hours each week. Under the ABC 'Satura-

TRADE ASSNS.

Yearend Roundup

World Crisis Sets Pattern

TODAY'S WORLD CRISIS blueprints the role ahead for industry trade associations during the coming year. That is the unanimous assertion of spokesmen for the Assn. of National Advertisers, American Assn. of Advertising Agencies, Advertising Federation of America and the Advertising Council. A strict obligation to pool industry effort in full support of the government and toward a better-educated democracy is stressed by these groups.

Another association, Radio-Television Manufacturers Assn., takes cognizance of the world situation in its yearend forecast, stating that its members are ready to adapt themselves to the days ahead insofar as production and conservation of scarce materials are concerned.

Frederic R. Gamble, president, American Assn. of Advertising Agencies, calling attention to "these days of national need," pointed to his association's common aim in 1951: "To see that advertising and broadcasting continue strong in the public service." Mr. Gamble declared:

Mr. Gamble

"The best reassurance, in time of stress, is to know that strength is on your side. Surely advertising and broadcasting can take confidence in their strength, in these days of national need.

"Advertising has been used by American industry during the past year on an unprecedented scale. There is growing recognition of the fundamental role of advertising in maintaining a strong American economy—the last hope of the world—and helping to keep it healthy.

"Radio is continuing to score its gains—there is now an amazing total of more than 41 million radio homes in the U.S., stations have doubled since World War II, listening remains high, and national spot radio is still growing in volume.

"Television is continuing to move ahead, even though there may be some delays in a mobilized economy, to become a great mass medium.

"Our common aim, in 1951, must

(Continued on page 72)

tion Plan,' Buick will sponsor six prime evening radio programs totalling three and a half broadcast hours during the third week of January 1951.

"The case for radio and television in advertising gets stronger with every passing year.

"Looking first at radio we find that it is still the most effective medium for delivering the biggest audience for the advertiser's dollar. Ninety-five percent of the nation's 42,843,800 families are radio families. Radio sponsorship has been increasing steadily, even against the competition of television and other media, and radio gross billings have swelled from $374,086,686 in 1947 to $428,990,000 at the end of 1949.

"During 1950 production of radio sets—home, automobile, portable—approximated 12,800,000 and current surveys indicate a production of some 4,000,000 sets during the coming year. Certainly this adds up to a picture of a healthy, flourishing industry.

"There is, of course, no gainsaying that television has been the 'glamour boy' of the advertising world during the past year and that the effect of its impact is just beginning to be realized. We at ABC are quite cognizant of this. At the beginning of this year we had eight television advertisers. As this is written, ABC has 43 commercial television accounts — a 500% increase. Our television network comprises 64 stations. ABC's gross television billings are running at the rate of $21,500,000 a year.

"With some 9,845,300 sets installed, television now reaches nearly 24% of the nation's families. Estimates are that seven million more television sets will be produced next year. So that, even with foreseeable cutbacks, the number of TV sets in use during 1951 will be almost double that prevailing during the past year. With the greatly expanded audience thus available, there is no doubt that television will achieve great strides in its every phase—programming, production, advertising impact.

Audience Overlap

"The increasing overlap of the radio and television audience calls for the most stringent attention on the part of the broadcaster and the advertiser for the best utilization of both media.

"With the uncertainties surrounding the world situation and its constantly changing effect on the domestic economy no clear-cut prediction can be made concerning the future for the industry as a whole.

"However, this much is certain. The close of 1950 finds ABC looking back on a year in which much has been accomplished in both radio and television and the advent of 1951 with its many questions and problems looming ahead finds the company's radio and television networks geared to shoulder their full responsibilities and by the same token, to shoulder the needs of local and national advertisers for reaching mass audiences on an intimate basis."

Frank Stanton, president, CBS:

"The past few anxious months have once again served to demonstrate the continuing vitality and importance of radio.

"Once again the people turn to radio as their swiftest and best source of information about the things that most matter to them. It is reassuring to us in broadcasting, as I am sure it must be to our government, to know that radio's power, authority and vigor are undiminished; that today it stands fully prepared to serve the country to its utmost. And now television has assumed a like stature in many of our communities and is equipped to aid in bringing our people a clear and vivid picture of their times.

"We at CBS view the future with the same hopes and the same anxious fears all Americans feel today. But we are confident that the network was never in a better position to serve the needs of the people; to provide them with the fullest, swiftest and most trustworthy news and information; to lighten their burdens with the best of entertainment.

"During the past 12 months, CBS has extended the service of its radio and television networks. Columbia has extended the scope of its listening to the highest point in its history by the introduction of successful new personalities and programs in all areas of programming. And it has won substantial recognition from industry which has expressed its confidence in CBS by sponsoring more program time than ever before in the network's history.

"With this abundant testimony to the strength of the network in both radio and television, we at CBS face the new year with the firm confidence that never in our history have we been in a stronger or more vigorous position to accept the challenge ahead—and to perform the services radio and television are uniquely designed to accomplish."

White Confident

Frank White, president, MBS:

"It may seem unusual at this time to speak of confidence and optimism. But I would like to voice a little of both—with enough supporting evidence to assure you that there is no Pollyanna blood in my system. Or for that matter in Mutual's either.

"Today, staring this particular new year in the face, it seems at first glance that all we can count on from 1951 is the unpredictable. Nobody outside the Kremlin can know the aggressor's plans, or read

(Continued on page 74)

PBS
PROGRESSIVE
BROADCASTING SYSTEM

THE SYMBOL OF PROGRESS...AGAIN IN '51

Twelve hours of Radio's greatest programming . . . featuring the outstanding stars of the entertainment world . . . 7 am to 9 pm daily . . . coast to coast

NEW YORK	CHICAGO	HOLLYWOOD
HOTEL PARK SHERATON JUDSON 6-5526	666 LAKE SHORE DRIVE SUPERIOR 7-6613	8983 SUNSET BOULEVARD BRADSHAW 2-5841

RICHARDS PROBE

To Drop Trustee Plan

FCC'S PROTRACTED hearing on the news policies of G. A. (Dick) Richards ended last Thursday, with counsel for Mr. Richards meanwhile seeking withdrawal of his plan to set up a trusteeship for his three stations.

Hugh Fulton, chief trial counsel for the station owner, announced the dropping of the proposal to name trustees for the Richards stations—KMPC Los Angeles, WJR Detroit and WGAR Cleveland—and said the idea would be reactivated only upon FCC demand.

Before a parade of defense witnesses brought the hearing to an end, he also announced plans for establishment of local advisory councils to help WGAR, WJR, and KMPC, respectively, in their public service activities.

Examiner James D. Cunningham closed the hearing record over protests from both sides that a "clean-up" session was needed to go into legal questions. The hearing which had been tentatively slated for Cleveland was held unnecessary. Examiner Cunningham has indicated his initial decision in the case may be handed down in about six months.

Final witnesses were John Patt, president of the Richards stations, and Carl George, vice president and general manager of WGAR.

Mr. Patt said that "perhaps the safest policy is to avoid any controversial issue, but we have tried to make the maximum use of free speech and present views that we didn't agree with at all."

He quoted Mr. Richards as saying that "business leaders are stupid. They don't use available media to tell the story of free enterprise. They are letting irresponsible union leaders get away with wild accusations against business leaders. Urge business to be more bold and not hide in ivory towers."

Questioned on future policies for the three stations, Mr. Patt said "we're going to continue to have a policy of good broadcasting."

The week's witnesses also included Michigan Gov. G. Mennen Williams who conducts the *Meet Your Governor* program on WJR, and Detroit Mayor Albert E. Cobo, who said he had never heard the station accused of unfairness.

In another in the long series of flareups between opposing counsel that have marked the case, Mr. Fulton charged FCC had violated federal statutes in the seizure of telegraphic correspondence.

He made the charge in offering Ernest C. Bowen, superintendent of the Detroit Western Union office, as a witness who, he said, was prepared to testify that FCC Investigator Charles Hubert gave orders to segregate all telegrams to and from WJR and Mr. Richards.

The testimony was ruled out on protest by FCC Attorney Frederick Ford, who asserted he had no evidence based on the telegrams and branded the charges as "slander."

Discussing the trusteeship proposal, Mr. Fulton said the station owner agreed to the plan "only . . . because he was informed and he believed that it was desired by the Commission and would be approved and would result in preventing the necessity for protracted and enormously expensive hearings.

"This purpose has now been completely defeated by the insistence of the Commission upon proceedings with these hearings at a direct and indirect cost to the stations and the government of several million dollars," Mr. Fulton continued.

Hearing Slated

The trusteeship proposal has been slated for hearing upon conclusion of the hearing on Mr. Richards' news policies. Mr. Fulton quoted FCC General Counsel Benedict P. Cottone as saying that, even if the plan were pursued or modified, appointment of trustees would be no safeguard against "having to deal again with the same contentions raised in these hearings on every major application which [may be filed by] stations, or any of them."

"I have repeatedly sought to ascertain the nature and extent of any objections which the FCC may have or its staff may have with respect to the proposed trustees or the proposed trust instrument, and . . . have been denied any bill of particulars," Mr. Fulton said.

He made his announcement in a statement to Examiner Cunningham in Monday's session of the hearing, held in Detroit. He followed up with a formal petition to FCC to dismiss the trusteeship applications "without prejudice"—a condition which seemed likely to draw the opposition of General Counsel Cottone.

The proposed trustees as originally named were Dr. John A. Hannah, president of Michigan State College; Harry J. Klingler, president of Pontiac Motors, and L. P. Fisher, vice president of Fisher & Co. and a director of General Motors. Mr. Fulton disclosed in September that there had been some re-thinking with respect to the makeup of the group [BROADCASTING • TELECASTING, Sept. 25].

Mr. Fulton said "the past record and magnificent achievement of the three stations under the ownership and management of Mr. Richards is the best evidence of the continued progress and fine public service which may be expected from the stations if he should continue as principal stockholder without the appointment of trustees."

In announcing plans to withdraw the trustee proposal, Mr. Fulton said:

. . . I am authorized and instructed also to state on the record that in the event that the Commission itself should conclude that it wants a trusteeship and shall propose and define the kind of trusteeship which it insists upon and with which it will be satisfied, I am ready at any time to meet with the Commission or its representatives and to negotiate with respect thereto.

In other words, the trustee transfer applications never were intended as a unilateral proposal on behalf of Mr. Richards, but were made and offered in the belief that they were what the Commission desired and would meet the approval of the Commission. Even though the original purpose has been defeated we will negotiate for the appointment of trustees when, but only when, we are informed that that is what the Commission demands and that an acceptance of proposals made by the Commission would constitute a complete and final settlement of all the questions involved in these hearings.

Mr. Fulton called Examiner Cunningham's attention to the recent elevation of John Patt to the presidency of all three Richards stations. Lauding Mr. Patt's ability and record, he said he "has been given full authority to see that the splendid work of the three stations is carried on in every field and in strict conformance with all rules and regulations applicable thereto."

It was on the joint recommendation of Messrs. Richards and Patt, he said, that plans were set in motion for the establishment of a local advisory board to assist each station on public service questions.

Each board will consist of five to seven men—"men skilled in labor, in management, in education, in religion, and in civilian defense"—to advise the local Richards station on "matters of policy in the above fields," Mr. Fulton said.

Cites Civil Defense

He said "Mr. Richards attaches particular significance to the question of civilian defense and recommends that there be named to each board on outstanding man experienced in the problems of civilian defense and selected after consultation with the appropriate national, state, and local public officials."

The week meanwhile saw a steady stream of Detroit and Michigan political, business, industry, labor and civic leaders testifying in behalf of WJR to bring the hearing to the point of completion.

The hearing, resulting from charges that Mr. Richards instructed newscasters to slant news according to his own political, social and economic beliefs, was held for 88 days in Los Angeles before moving to Detroit in early December.

Counsel for the station owned had asked FCC, among other things, to instruct Examiner Cunningham to issue a decision based on the Los Angeles phase before proceeding with the Detroit sessions. But with this petition still not acted upon, they asked last week to be permitted to withdraw this request, but left in effect their alternative requests that FCC reconsider and grant the renewal applications of the Richards stations or that it decide the issue on the basis of the stations' performance since their last regular renewals [BROADCASTING • TELECASTING, Nov. 27].

LOYALTY OATH

CBS Asks All Employes To Sign Statement

A LOYALTY statement like that required of civil service employes by the federal government was asked of all CBS employes in a memorandum released last week from Joseph H. Ream, executive vice president.

Citing the critical role of broadcasting in the national emergency proclaimed by the President, Mr. Ream said that it was important not only to protect against sabotage and violence, but to see that the "full confidence of our listeners and viewers is unimpaired." Measures for physical security already had been taken, he continued, and employes were now being asked to make simple signed statements, the contents of which would remain confidential unless demanded by a governmental security agency. The "unique nature" of broadcasting made it "most important," both for the good of the country and CBS, that there be "no question concerning loyalty to our country" of any employe, he said.

Questions asked were as follows:

1. Are you now, or have you ever been, a member of the Communist Party, USA, or any other Communist organization?
2. Are you now, or have you ever been a member of a Fascist organization?
3. Are you now, or have you ever been, a member of any organization, association, movement, group or combination of persons which advocates the overthrow of our Constitutional form of government, or of any organization, association, movement, groups or combination of persons which has adopted a policy advocating or approving the commission of acts of force or violence to deny other persons their rights under the constitution of the United States or of seeking to alter the form of government of the United States by unconstitutional means?

Of the other major networks, only NBC has taken similar action. Since 1944, NBC has required its new employes to answer the question: "Are you a member of the Communist Party?" So far as BROADCASTING • TELECASTING could ascertain, none of the remaining major networks was contemplating any like action, at least for the present.

LABOR

Yearend Roundup

War Crisis Dominates Outlook

UNCERTAINTIES produced by the national emergency dominate the 1951 outlook of labor in radio and television. Experience of the last war is not heavily relied upon. Union leaders such as George Heller and A. Frank Reel, national executive secretaries of American Federation of Radio Artists (AFRA), and Television Authority (TVA), respectively, after ticking off possibilities like price-wage stabilization and upsurging radio employment which followed the last war's excess profits tax, pause reflectively as if to ask, "What then?"

On the management side, it is much the same. Network negotiators such as Joseph A. McDonald of ABC, Ernest De La Ossa of NBC, Adolph Opfinger of MBS, and Harry Friedman of DuMont, find defense considerations clouding the prospect of what otherwise might be a relatively peaceful year. Possible technician shortage and unspectacular trends like the dying off of skilled scene painters are superimposed on concern over the longtime effect of the new wage scales in live and kinescope television, in radio, and in transcription.

Apart from whatever comes out of Washington in 1951, labor people will be busy.

Campaign for Independents

Having negotiated the first television code in history, TVA will go after independent stations across the country. AFRA, with 24-plus stations added to its rolls last year, will continue its organizing efforts. A fresh campaign by Radio and Television Directors Guild to penetrate freelance directors, agency staff directors (AM and TV), and transcription directors, as well as independent TV stations has been set in motion, according to Newman H. Burnett, national executive director.

With establishment of new RTDG locals in Philadelphia and Detroit in the past month, a new type of unionizing plan which may spread widely was launched. Directed at localities with memberships too small to sustain diverse union locals, it calls for one union organizing there to bargain for members of other unions as well as its own. Thus, in Detroit and Philadelphia, RTDG will represent Radio Writers Guild, National Television Committee of Authors League of America, and United Scenic Artists. AFRA is understood to approve of the idea and is expected to participate when the occasion arises.

As the 1951 crop of contract renegotiations come up, rising living costs and the newly-agreed rates of networks and transcription companies suggest the likelihood of further wage increases. Although overall industry figures on the number of such re-negotiations are not available, major network figures probably are representative.

NBC will have 15 out of 40 radio contracts, CBS 23 out of 77, and ABC (AM & TV) 19 out of 56 radio and TV contracts. NBC-TV will have 9 out of 20 contracts, CBS-TV 3 out of 11, and DuMont none out of 4.

Outstanding among contracts to be re-negotiated are those of the American Federation of Musicians which expire Jan. 31. These include contracts of Local 802 in New York. Interest will focus particularly upon TV film rates for musicians, a contentious area dealt with in the old contract by a special clause allowing individual negotiations. For the past eight months, AFM has been selling a formula which the networks and industry generally have refused to buy. Network officials anticipate new proposals early in January.

Speaking before the AFM's 53d annual convention in Houston last spring, President James C. Petrillo described television as the "only hope" for musicians out of radio employment (as a result, he said, of the Taft-Hartley and Lea Acts). So it will probably be the battle of the year.

Mr. Petrillo

Radio Writers Guild's one-year contract with the networks expires Oct. 31, 1951, and it too may be expected to show persistence in its demands. There has been no official release of details of this year's contract, which was arrived at on the eve of a scheduled strike and reportedly is contingent upon settlement of items which remained open. Minimums are believed to be $140 for editors, and $130 for senior continuity writers and senior news writers.

Despite these and other renegotiations, three major labor areas of the industry presumably have been peaceably resolved. Even with living costs spurting, the new contracts in live and kinescope television, radio, and transcription represent substantial gains by performers. Sufficient, in any event, when combined with higher taxes, swelling employment figures, and costlier equipment, to produce a momentary wave of pessimism among management.

The new TV code, embodying scales higher than were generally anticipated and restricting re-use

(Continued on page 36)

RESOLVED

WFDF

910 KC

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY

THE KATZ AGENCY

With wages 32% above the national average, Flint folks are buying, building and banking way ahead of any previous year. Be sure YOUR products are available in FLINT! Be sure YOUR sales story is told over Flint's *first* station! Buy WFDF* in the rich Flint market!

** See your latest Hooper*

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

K-NUZ of Houston opens its new studios this month at spacious "Radio Ranch," corner of Caroline and Blodgett, in Houston. . . .

What's "RADIO RANCH?" Believe it or not . . .

SOMETHING NEW

in Radio Entertainment

will feature an outdoor "Corral" for public square dancing and other events, complete in and outdoor facilities for audience participation, and the last word in equipment, including two Master Control Rooms with a glass wall facing the outdoor stage.

All signs point to a highly favorable audience reaction. What else could one expect in the face of the big western welcome extended to one and all? . . "Radio Ranch" will be a boon to K-NUZ advertisers.

Top Hooperatings promise to rise even higher—and that means greater value . . . bigger dollar sales.

Now, as in the past, K-NUZ is Houston's best dollar buy. Why not call your FORJOE representative . . . or DAVE MORRIS, General Manager, at CE-8801, for full details?

Labor

(Continued from page 35)

of kinescopes, was agreed upon in November [BROADCASTING • TELECASTING, Nov. 27]. On its heels, the networks agreed to a radio code which provided a 14.2% blanket increase in sustaining rates, but avoided all except a nominal increase in commercial rates. The transcription code, which came next, and represented an average increase in performer fees of 175%, drove the third peg in the new industry wage structure.

Effects of the new rates were not apparent immediately, although it was generally predicted by management that fewer TV and transcription performers would be employed as a result. Economy measure necessitated, it was said, would include the paring of employes not directly benefitting from the higher scales. Rising employment reported for the third straight year by the networks supported the idea. Particularly in television, where employment has expanded phenomenally, it was prophesied that a new eye and a sharp knife would be applied.

Union-by-union highlights for 1951:

American Federation of Musicians: Nationally some variation of the formula promoted during the past eight months for TV film rates probably will be pressed in negotiations with the networks and industry. Formula is understood to include pay scales comparable to those current for phonograph records, plus payment, into the union's unemployment fund of 5% of either evening time charges by each station (15 and 30-minute TV films), or of gross income from films (3½-minute musicals).

Local 802's Position

Also, AFM demands the banning of music dubbed from other records or films. The New York Local 802, something of a pace-setter, has not released its independent demands, but the unemployment picture among musicians makes drastic proposals in January meetings with the network likely. Reportedly nothing less than abolishment of recorded music over the networks between 8 p.m. and midnight will be demanded. Although Mr. Petrillo is not expected to press 802's demands to the hilt, knowing the full-scale opposition of management, probably he will insist on some substantial restriction of network use of recorded music.

Local 802 membership is understood to have voted other demands, including a classifying system for determining minimum instrumentation on each show, program budget allocations "fair" to musicians, and recognition of a sliding wage scale. Also, employment of staff musicians on an annual basis; paid vacations; health insurance; severance pay; and contract termination notice of eight weeks and new wage scales reflecting higher living costs and income taxes, and rehearsal time allowance.

Radio and Television Directors Guild: Last February, a contract was agreed upon with NBC, CBS, ABC, and WOR-AM-TV, New York stretching from Jan. 1, 1950, to June 1, 1952. Included were weekly minimums of $145 for directors and $100 for associate directors, with provision for re-opening wages of assistant TV directors on Nov. 30, 1951. Directors of commercial shows in radio only (TV left to negotiation individually) are to receive 80% of prevailing freelance rates.

National Assn. of Broadcast Engineers & Technicians: ABC and NBC contract expires Oct. 31, 1951, at which time wage increases undoubtedly are to be demanded. NABET engaged in two jurisdictional disputes this year with International Alliance of Theatrical Stage Employes. One, over lighting engineers at NBC, was settled by an NLRB election which left the parties as they were. Another, over projectionists at ABC, after a New York hearing, is awaiting an NLRB decision in Washington. In a national referendum last January, NABET membership voted overwhelmingly to remain independent, despite offers of affiliation by other labor organizations.

Renegotiations in Offing

International Brotherhood of Electrical Workers: Contract with CBS, its biggest, comes up for renegotiation in May and involves about 500 technicians. Of IBEW's five contracts, two others also come up — with WOR in March for wages, and with WPIX(TV) New York in the spring also, for contract renewal.

International Alliance of Theatrical Stage Employes: Two new radio-television industry locals (Local 764, Theatrical Wardrobe Attendants, and Local 798, Make-Up Artists and Hair Stylists) announced contracts with NBC, ABC, and CBS last week. Included are "substantial pay increases and overtime after 40 hours per week for wardrobe and make-up people." Negotiations are in progress with DuMont, and others are planned for MBS and WPIX(TV). IATSE Local 1 in New York reached an agreement last month with TV networks which reportedly involved wage increases of about 8% for regular stagehands, and 3% for irregulars, plus $5 weekly on top of the general increase for a new classification of "head stage hand" in network theatres. Working conditions were still being negotiated as the year closed, and contract terms had not been released officially.

Richard F. Walsh, IATSE international president, in his biennial report released this year, reported that locals now exist in New York, Philadelphia, Washington, Pittsburgh, Syracuse, and Los Angeles. He said that television will continue to receive major attention, as it has for the past two years. IATSE would become stronger, he predicted, as television more and more originated and was exhibited in the theatres.

Television Authority: Since empowered last year by the board of Associated Actors and Artistes of America, against the vote of Screen Actors Guild (a minority and dissenting member of this group of American Federation of Labor organizations), a jurisdictional dispute between TVA and SAG has been in progress. Both TVA and SAG began by filing petitions in New York and Los Angeles with the National Labor Relations Board, each desiring to be certified as bargaining agent for all TV film talent.

Before NLRB

Despite alternating exchanges of gruff words and peace offers, and TVA's recently successful negotiations for talent on live and kinescope television (an area in which SAG has not challenged TVA jurisdiction), the dispute seems destined to be settled through necessarily drawn-out processes of the NLRB. Transcripts of an NLRB hearing in Los Angeles, relating to TV film talent in Southern California, are in Washington for an NLRB decision, while a similar hearing relating to TV film talent in the East probably will be held in New York next month.

Labor in radio and television during 1950 has won gains even beyond rising living costs; established precedents such as kinescope re-use restriction, and abbreviated further the period of use without repayment of commercial transcriptions. New wage levels may themselves prove something of a precedent, particularly in television where they form a starting point for future bargaining.

Taken in conjunction with a prospective agreement between performers and TV film producers, and AFM and the industry, this year's developments and those of 1951 could change the economic terrain on which the industry rests.

SCRIPT CONTEST

AER Announces '51 Plan

RADIO and television scripts will be accepted for the fourth annual script contest to be supervised by the Assn. for Education by Radio and sponsored by a number of participating organizations. Purpose of the contest, to be held in the spring of 1951, is to encourage good script-writing and to call attention to promising writers, with cash awards totaling over $1,000.

The 1951 list of sponsors includes WJJD Chicago, School Broadcast Conference, Audio Devices and *World Book Encyclopedia*, with others to be added. Opening date for entries will be announced as soon as Sherman P. Lawton, U. of Oklahoma, completes solicitation of scholarships among manufacturers and radio stations. Last year's contest drew entries from 44 states.

RESEARCH Yearend Roundup

Predict More Listeners For Both Radio-TV

AN INCREASE in both the radio and television audience during 1951 is seen by representatives of the radio-television research field who responded to queries from BROADCASTING • TELECASTING. Refinement of techniques and a greater reliance on sound research practices also are envisioned.

C. E. Hooper, president of C. E. Hooper Inc., New York, makes this prediction: "Look for continued use of radio at present levels both in and out of TV areas but with spectacular demonstrations of its more economical use."

C. E. Hooper

This same line of thinking also is reported by James W. Seiler, director of the American Research Bureau, Washington, who says "radio looks attractive for 1951. The vastly increased interest in late news reports and in new programming techniques seems destined to add even more to the already impressive cost-per-listener story this medium has always had."

Advertising is going to be called upon to work harder as selling becomes more difficult, A. C. Nielsen, president of A. C. Nielsen Co., New York, feels. When competition becomes keener for consumer dollars, Mr. Nielsen says "research is generally called into the game to make certain that advertising dollars are most effectively and efficiently used. This has been increasingly the situations in 1950 and will, I believe, continue in 1951."

Mr. Nielsen

In the television field, Mr. Hooper sees "a continuing expansion of TV's encroachment on all other leisure time activities, both daytime and evening, in TV areas but with no extension of those areas—in short, no resolving of the dilemma which brought about the freeze."

Dr. Sydney Roslow, director of The Pulse Inc., also feels that radio listening will be maintained favorably in 1951. He says "some enthusiasts believe that television has dealt severe blows to radio's audience. It is entirely wrong to hold an attitude that television's audience gains necessarily mean radio's loss in audience. Pulse measurements show that radio audiences are lower as television's audiences climb, but, television's audience has also resulted from new viewers who were not subtracted from radio—they were subtracted from other non-radio activities.

Dr. Roslow

"Furthermore, a television home is a radio home, and in most cases this home has several radio sets. Multiple set usage of both radio and TV simultaneously is not an uncommon event. Thus, both media may claim the same home, but not the same person. Audience characteristics for both radio and television are valuable adjuncts to present measurements. These characteristics reveal differing patterns for the two media. Developments such as these have resulted in radio audiences being favorably maintained rather than suffering severe losses."

American Research Bureau, through Mr. Seiler, reports that "according to most research indications, nothing but increased TV viewing is in sight for the coming year. Of course, the novelty effect of the medium is beginning to wear off, but any loss due to this cause is more than offset by the constantly improving programs and attractive new day time schedules. The decline in average number of viewers per set should continue as more and more families purchase sets of their own and no longer do their watching at friends' homes. Also, cases of two or more TV sets in the same home are becoming much more frequent."

Mr. Seiler

Greater reliance on sound research is seen by all concerned. Mr. Hooper feels that the coming year will see the "emergence of reports which evaluate the productiveness of both radio and TV comparatively market by market. By the year's end expect reports of audience size integrated with consumer use in demonstrable 'cause' and 'effect' relationships."

Speaking of the advances which may be expected in the coming year, Mr. Nielsen reports that "perhaps the greatest progress can be looked for in the interpretation and analysis of research data in order that they may be used to full advantage in these days when research has such an important job to perform."

ADMIRAL Corp., Chicago, will hold its mid-winter distributor convention in Chicago Jan. 4-6 at Drake Hotel.

WDAY IS AS POPULAR AS SANTA CLAUS!

BMB, Hooper and independent surveys all show that WDAY is the pet of almost *everybody* in the Red River Valley—one of the nation's top income groups:

(1) For the second consecutive year WDAY got *the highest Hooperatings among all NBC stations in the nation!*

(2) According to a 22-county survey made by students of North Dakota Agricultural College, WDAY is preferred by 78.6% of all families interviewed *—the next best station by only 4.4%!*

(3) BMB Study No. 2 credits WDAY with a Daytime Audience of 201,550 families—77.7% of whom are *average daily listeners!*

Get all the facts today about fabulous WDAY. Write us or Free & Peters!

WDAY

FARGO, N. D.
NBC – 970 KILOCYCLES
5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

WIBG

Announces the Appointment of

RADIO REPRESENTATIVES INC.

EFFECTIVE JANUARY 1, 1951

AS THEIR SALES ORGANIZATION IN THE NATIONAL FIELD

with offices at...

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CHICAGO, ILL.
FINANCIAL 6-0982

10,000 Watts Philadelphia's Most Powerful Independent

WIBG

CHRISTMAS Ideas Succeed

TODAY radio-TV's intensive promotion and programming for the 1950 holiday season becomes a memory for the ranks of busy planners, advertisers, and entertainers who made it possible.

Christmas promotion stunts were outstanding in freshness and originality. Both networks and individual stations worked hard to make holiday programming more memorable than ever for listeners and viewers.

Among stations reporting their Christmas promotion plans [BROADCASTING • TELECASTING, Dec. 18] were the following:

KYW Philadelphia utilized specially recorded presentations of Phil Harris's novelty tune "The Thing," in cooperation with the Salvation Army's drive for toys, games, and dolls for needy children. Special announcements urged listeners to contribute "things" for the Army to distribute to less fortunate youngsters in the Philadelphia area.

WTVJ (TV) Miami put its promotion power to work for 45 Royal Netherlands Air Force cadets who had been invited to spend the holidays in Miami by one of their buddies at Randolph Field. When the buddy's mother was informed she would have 45 men to put up, she called on WTVJ for help. Ralph Renick's nightly news program took over from there and received immediate offers of free rooms from local hotels and residents. Last reports indicated there would be plenty of parties and luncheon engagements for the cadets who are in training at Randolph Field under terms of the North Atlantic Mutual Defense Assistance Program.

Hadacol Parties

In Norfolk and Newport News, Va., Hadacol Christmas parties climaxed a month-long promotion campaign by the well-known "dietary supplement" and WLOW Norfolk. Promotion included use of 50 billboards in the area, hundreds of lines of newspaper advertising, and the "heavest schedule of advertising WLOW has ever scheduled for any one client in its four years of operation"—24 spot anouncements, two half-hours, one quarter-hour every day. The Christmas parties were held in five theatres in Norfolk and Newport News. One Hadacol box top was the admission ticket. Nearly 6000 children were entertained by WLOW personalities and given presents ranging from bicycles to dolls and skates.

WISL Shamokin, Pa., did a personal bit of promotion for a little girl who was afraid to walk. Having recently recovered from injuries incurred in an automobile accident, five-year-old Joyce Minor of that city was still in a local hospital because she was afraid to turn her head or walk. Joyce's father followed a doctor's advice that a radio be placed at her bedside to develop her interest. Then he contacted General Manager Charles Petrie of WISL and arranged a broadcast that included instructions from Santa, urging Joyce to try to walk. An hour after the broadcast, the child had taken her first steps since the accident and by the next day was insisting that she be allowed to walk around the corridors so that she would be able to go home for Christmas.

Stars from many of WLWD (TV) Dayton shows appeared at the annual Christmas party sponsored for children by the South Dayton Business Men's Assn. in that section Dec. 20. Scheduled to appear were Neal Burris of *TV Rangers*, Neal Van Ells from *Dollar Derby Auction* and Hank Stohl with 8-year-old Sherry Karns from *The Girl Next Door*.

Akron Show

Shara-Christmas, WAKR Akron's annual Christmas charity show lasting for six hours, was held Saturday, Dec. 16 from 8 p.m. through 3 a.m. Sunday. Sponsored this year by WAKR and the Akron Beacon Journal, *Shara-Christmas* raised more than $16,000 for the needy, including more than 5,000 children who benefited directly through gifts of food, clothing and toys. Participants on the program this year included Secretary of Commerce Sawyer, Sen. John W. Bricker, Congressman Walter B. Huber, Congressman-elect William H. Ayers, the mayors of Akron, Barberton and Cuyahoga Falls; city councilmen, network stars Paul Whiteman, Ted Malone, Ted Mack, George V. Denny Jr.; ABC President Robert Kintner; local business, industrial and labor leaders and others.

Kalamazoo, Mich., was considerably enlivened during the Christman season by the news that Barbara Donahue and Chuck Lambert, stars of *Yuletide Shopper* program on WGFG Kalamazoo, would be among the downtown crowds one evening, giving out silver dollars to everyone who correctly identified them. Several pedestrian jams were caused when the two were spotted, and at one street corner the pair were imprisoned by a crowd for 25 minutes. WGFG announced that all available time for the *Yuletide Shopper* programs was sold out as a result of the excitement and enthusiasm aroused by the stunt.

KGAL Lebanon, Ore., which started broadcasting Dec. 5, announced a Christmas success story after only five days of operation. A Junior Chamber of Commerce Santa Claus campaign, promoted only through KGAL, drew thousands of visitors to the Lebanon city area and helped to persuade over 90 business men in the area to sign up for advertising with the station.

KIMO Independence, Mo., announced that it had devoted one entire day of broadcasting to the Salvation Army Christmas Fund. This is the fourth consecutive year that KIMO has raised money for the Army's local branch by playing listeners' record requests for a pledge of $1 or more.

From the desks of the program directors and planners came many fine programs, aimed at bringing out the significance of the holiday season as well as entertaining the Christmas - conscious radio - TV audience.

Following are some of the many reports BROADCASTING • TELECASTING received from individual stations on their Christmas programming plans:

WHEN (TV) Syracuse, N. Y., presented six special 10-minute telecasts of Christmas carols sung by choral groups of central New York churches during the two weeks before Christmas. The programs were aired at 6:20 p. m. and included choirs of First Methodist Church, St. Vincent DePaul's Church, Danforth Church, Most Holy Rosary Choir, First English Lutheran Church, St. John the Baptist Church. The *Candlelight Carol* series was sponsored on WHEN by Will & Baumer Candle Co. of Syracuse.

WPTR Programming

More than 25 hours of special Christmas programs were scheduled by WPTR Albany, N. Y., for the week preceding Christmas and Christmas Day. Shows included a remote pickup of a Children's Christmas Party given by General Aniline Co. in near-by Rensselaer, and a one-half hour program direct from Santa Claus village at Saratoga Spa, N. Y. In addition to a nightly program of Christmas carols and organ music from the lobby of the Ten Eyck Hotel, WPTR broadcast a two-hour presentation of Handel's "Messiah" from Cathedral of Immaculate Conception, Albany. A midnight Mass was broadcast on Christmas Eve from the Diocesan Cathedral, and a special two-hour program was scheduled for Christmas Day, featuring all of the station's personalities.

In Ithaca, N. Y., two network programs originated during the week before Christmas. On Dec. 20 the Ithaca College choir presented a 25-minute concert over CBS at 4:30 p.m., with WHCU Ithaca originating the program. Later in the day, an expanded concert was presented for the Rural Radio (FM) Network with WHCU-FM originating.

All AM, FM, and TV stations in New York state received a special Holiday Safety Packet prepared by the New York State Dept. of Commerce in cooperation with the

State Safety Division. The packet contains one feature script on fire-proofing Christmas trees and 38 spot announcements on 14 different safety subjects. Prepared especially for women broadcasters, disc jockeys, farm and sports editors, the spots cover both the Christmas and New Year holidays.

WBZ-TV Boston presented a telecast of the Lions Club Special Christmas Party from the Hotel Kenmore Dec. 20 at 1 p. m. Guests at the party, arranged for benefit of underprivileged boys, included Mayor John B. Hynes of Boston, Judge John J. Connelly of Boston Juvenile Court, and Red Sox Catcher Birdie Tebbetts. WBZ-TV also telecast a Christmas program from the Chelsea Naval Hospital on Saturday Dec. 23.

Changes Name

Strictly For The Girls, regular WCAU-TV breakfast-club program, changed its name to *Strictly For The Staff* for its Dec. 22 show. Every radio and television personality on the staff of WCAU and WCAU-TV was scheduled to appear to wish the audience a "Merry Christmas."

Two Christmas concerts by the Prisoners' Welfare Assn. were broadcast by KYW Philadelphia Dec. 9 and 16. The programs featured Christmas music by inmates of Holmesburg Prison and Eastern State Penitentiary and included a dramatic sketch outlining the work of the Prisoners' Family Welfare Assn.

WMAL Washington originated the annual ABC network feature "International Children's Christmas Broadcast," Friday Dec. 22 from 5:30 to 6 p. m. Program featured children of foreign diplomats from every part of the world. Paula Pace, 8-year-old daughter of Secretary of the Army Frank Pace Jr., represented the United States.

Church Telecast

WTOP-TV Washington telecast the Christmas Eve Vigil of Christmas and Holy Communion from the Washington Cathedral, originating the impressive service, which had never before been presented on television, for the entire CBS-TV network. Rt. Rev. Angus Dunn, D.D., Bishop of Washington, celebrated the services of Holy Communion. Bill Shadel, veteran WTOP-CBS newsman, described the candle-light service for the television audience.

Also in Washington, WWDC broadcast the Christmas Eve Mass from the Church of the Immaculate Conception with Felix Grant handling the announcing assignment. A special one-hour Christmas service was presented by WWDC on Christmas Day under the auspices of the Washington Federation of Churches and originating from the National City Christian Church.

Washington's Liberty Broadcasting System outlet, WOL, originated a radio adaptation of Dicken's *Christmas Carol* on Sunday Dec. 24 for the network. The play was presented by the American U. Radio & Telvision Guild and lasted for 45 minutes.

WASH (FM), Washington independent, originated a program of Mexican Christmas folk songs for MBS and the Continental FM networks Dec. 22 at 8:30 p. m. The carols were sung by the Orfeon Infantil Mexicano, Mexico City's a cappella boy's choir, under the direction of Rogelio Zarzosa y Alarcon. Program included interviews with Latin American children residing in the District.

WGAY Silver Spring, Md., presented *A Radio Greeting Card* Dec. 24 at 9 a. m., a program which gave suburban Maryland residents a chance to hear personal greetings from the area's leading citizens. WGAY also presented a four-hour *Christmas Festival* Christmas Day, featuring transcribed entertainment.

Carol Program

In Indianapolis, WIRE's Wally Nehrling emceed five days of Christmas Carol broadcasts from the steps of the World War Memorial there. Each of the local high schools sent its choral group for one of the 10-minute concerts.

WBBM Chicago originated the annual CBS network show, *Around The Christmas Tree* on Christmas Eve, featuring singers Billy Leach and Frank Smith's orchestra. Network time was 10:15 to 10:30 p.m. CST. WBBM carried the show a quarter-hour later. Sunday morning Dec. 24, WBBM presented Rev. Harold E. Bosley, pastor of the First Methodist Church of Evanston, Ill., over CBS's regular *Church Of The Air* program.

WDSU and WDSU-TV St. Louis simulcast the St. Louis Cathedral Midnight Mass on Christmas Eve. The broadcast was fed to the entire ABC network, while the telecast was seen by New Orleans televiewers.

For the 15th consecutive Christmas Eve, KMOX St. Louis broadcast the Midnight Mass from the Catholic Church in Ste. Genevieve, Mo., reputed to be the oldest permanent white settlement west of the Mississippi.

Union Electric Show

KSD St. Louis presented "Joe Forchee's Prayer Tree," story of a Missouri miracle, on its *The Land We Live In* show, sponsored by Union Electric Co., St. Louis. Program was scheduled for Thursday Dec. 21 at 9 p. m.

There was only one radio Santa Claus in Macon, Ga. this year. He was Alfred K. Story, an employee of the Georgia State Employment Service. First heard as Santa back in 1936 on WMAZ Macon, Mr. Story proved so popular that his annual Santa Claus broadcasts have been fed to other Macon stations as they went on the air. This year all four Macon stations carried Mr. Story's programs, sponsored at card rates by the Retail

(Continued on page 50)

WCBS IG
IN GREENSBORO, N.C.

"The Prestige Station of the Carolinas"

HOOPER **RADIO AUDIENCE** INDEX

FALL 1950 — CITY ZONE — GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.–12:00 N. Monday thru Friday	38.7	27.9	22.7
12:00 N.–6:00 P.M. Monday thru Friday	42.3	16.7	19.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	52.4	20.3	16.7
TOTAL AVERAGE TIME PERIODS	44.5	21.6	19.5

WBIG

Gilbert M. Hutchison, President

CBS Affiliate — 5000 watts

EST. 1926

represented by Hollingbery

Your Neighbors Know You Best!

WORD takes pride in serving its neighbors—142 of them in November.

These local business concerns know the radio station that serves the community, has the listeners and comes up with the idea that delivers the advertising punch necessary to attract and sell customers.

Here are a few of the Spartanburg firms from every channel of business which year in and year out use the facilities of WORD:

The Aug. W. Smith Co. Department Store —MGM THEATER

Wright-Scruggs Shoe Company—Baukhage Talking

Montgomery & Crawford Hardware Co.— Carolina Farmer

Coca-Cola Bottling Company—Tex Beneke Show

White Dot Grocery Stores—White Dot Time

Cudd and Coan, Inc., Insurance—Al Willis and the News

Community Cash Stores — Ellie Herrick, Home Maker

Smith Drug Store—Sterling Wright and the News

Spartanburg Lumber & Millwork Co.— Weather Picture

Whitlock Drugs—Meet Me at Whitlock's

Cecil's, Builders of Spartanburg—The Carolina News

Hammond-Brown-Jennings Furniture Co.— Sports at Breakfast

Band and White, Printers—Local News

South Carolina Mills—Dr. Kildare

Duke Power Company—Music of Manhattan

Balentine Packing Co.—Cisco Kid

Greenewald's Store for Men — Headline Edition

Rollins Paint Company—Mr. Whozit

Kosch and Gray, Jewelers — Diamonds, Dollars & Doughnuts

Floyd's Mortuary—John Charles Thomas

Spartanburg Textile Mills—Choir Time

These and many more local concerns buy WORD.

If you are a national time buyer and want results in Spartanburg and the Piedmont—Call Hollingbery.

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

● See HOLLINGBERY

Advertiser

(Continued from page 23)

pany has planned a strong advertising sales promotion program for the first quarter.

Mr. Coffin

Mr. Abrams

Emerson Radio & Phonograph Corp.'s 1951 radio and TV appropriations are expected to be about the same as in 1950, President Benjamin Abrams reported. He preferred to offer no prediction on 1951's business prospects, because of the "uncertainty of conditions."

Arthur Murray, president of the Arthur Murray School of Dancing, said 210 Arthur Murray studios will spend about $1 million in radio and $2 million in television in 1951. Business prospects, he said, "look better because of the opportunity to use television."

No Predictions

Without venturing to predict business prospects, a spokesman for White King Soap Co. said the company's 1951 radio and TV expenditures will be the same as those this year.

B. F. Goodrich Co. plans a "materially" increased TV budget for 1951, according to Advertising Director Frank T. Tucker, who pointed out the company has already renewed its TV *Celebrity Time* network show for the first quarter. No radio use is currently planned.

Mr. Tucker felt that "until America's man-made rubber plants come into full production in 1951 there will be some restriction in the use of crude rubber for civilian uses," but that "if the American people confine their purchases to their own immediate actual needs we believe we shall have no difficulty in supplying all essential civilian and military requirements for rubber products in 1951."

President V. A. Catozella of O'Sullivan Rubber Corp., Winchester, Va., said his company has allocated $20,000 for radio in 1951 but as yet has made no plans for TV.

Among the oil companies, Esso Standard Oil Co. was reported by Vernon G. Carrier, assistant advertising and sales promotion manager, as planning "considerably" increased radio and TV budgets.

Socony-Vacuum Oil Co. Inc.'s Advertising Manager Paul A. Gosman said no "major" radio-TV expenditures are presently contemplated, due to the clouded international and domestic horizons.

Sinclair Refining Co.'s 1951 radio-television contracts "will compare about evenly with 1950 budgets," Advertising Manager J. J. Delaney reported. He said the company will make heavier expenditures in radio than in TV.

Pointing out that final decisions will depend on world conditions, Merchandising Manager George R. Miller said Richfield Oil Corp. currently is planning to continue radio expenditures in 1951 on the 1950 level, and to increase television allocations.

Mr. Miller

Mr. Caperton

Automobile manufacturers were extremely reluctant to forecast business prospects, and their advertising plans were particularly uncertain in the wake of the government's price rollback order.

Chevrolet Dealers and Chrysler's Dodge Division cancelled radio-TV plans following the price-cut order, while Chrysler and its Plymouth Division appeared undecided and Ford and General Motors' Buick Division were understood to be proceeding with their planned schedules (see story page 52). Elsewhere it was reported—before the government's rollback order—that GM's Oldsmobile division was scheduling a 100% increase in TV.

Dr. Pepper Co. was not in a position to offer definite estimates, except to say that "TV and radio, of course, will be part of our 1951 program," according to Advertising Manager A. H. Caperton.

President Harold S. Clark of the D. L. Clark Co. emphasized the uncertainity of general conditions, but noted "a very healthy increase" in Clark candy bar sales in 1950 and paid tribute to the firm's use of "over 40 television stations on a one-minute telecast three to five times per week." He said "we are a great believer in the right type of advertising, and it has demonstrated its effect for us during 1950 over 1949."

Schutter Candy Co., radio user, probably will increase its advertising outlays though plans at present are flexible, John Feinstein, advertising manager, asserted. He said the company is "quite confident of a considerable increase in volume" of business in 1951, although existing uncertain conditions make long-range forecasts difficult.

Coca-Cola Co.'s radio-TV plans, though not yet formalized, are expected to approximate those of this year, according to Robert T. Kesner, assistant to the advertising director.

Petri Wine Co.'s Hugh D. Smith, advertising manager, noted that the business outlook depends on the international situation, "which apparently defies crystal-balling." He said Petri's budget now in the planning stage, is expected to be larger in 1951, with TV getting a "considerable investment" and radio a somewhat smaller expenditure.

Falstaff Brewing Corp. feels business prospects for 1951 are "entirely dependent on extent of shortages created by rearmament," but plans a 50% increase in both radio and TV budgets, according to Karl K. Vollmer, acting advertising manager.

Thomas J. Lipton Inc. was understood to be planning no significant changes in its present radio and television lineups.

Gruen Watch Co. finds TV "our best advertising medium" and accordingly plans to increase television expenditures by 50%, said Bernard M. Kliman, advertising director. He said some of the increase would come from radio, the rest from magazines.

Benrus Watch Co. plans a 30% boost in radio-TV appropriations, bringing the total to $2 million, Advertising Director Harvey M. Bond asserted. The budget was broken down thus: Network $750,000; radio spots $500,000; TV spots $750,000. He expected steady increases in Benrus business to continue in 1951.

The Toni Co. expects further expansion of the home permanent wave market and plans to continue to spend 50% of its advertising budget in daytime radio while doubling its TV outlay to about 10% of the total, according to Don P. Nathanson, director of advertising. He said Toni intends to "continue to be America's No. 1 advertised cosmetic."

Mr. Nathanson

Mr. Piggott

F. W. Fitch Co. considers business prospects "excellent" and will increase both radio and TV budgets if material shortages do not prohibit, Advertising Manager Robert J. Piggott reported.

Officials of a national proprietary advertiser asked to remain unidentified but said they expected to boost radio expenditures by

Call Denied

BECKLEY Newspapers Corp., permittee of new AM station on 730 kc with 250 w day at Beckley, W. Va., and licensee of four-year-old WCFC (FM), has been denied use of the call WCFC-AM for the standard outlet by FCC on grounds the Commission rules limit AM calls to four letters. Firm wanted to retain WCFC for its FM outlet because of large audience and seniority. In other instances FCC has allowed switch of a four-letter call from FM to cover a newly acquired AM outlet, with the FM call then becoming WXXX-FM.

$100,000 but have no definite plans yet for TV use. They looked forward to an increase in business in 1951, though perhaps affected by packaging material shortages.

Walgreen Drug Co. plans to devote about $600,000 to radio and around $150,000 to television—a $100,000 increase for television with no change from the 1950 radio outlay, according to Orville G. Gile, director of advertising.

On behalf of United Cigar-Whelan Stores, Edward Kletter of Product Advertising Corp. reported that "we will spend in behalf of Whelan next year approximately $350,000 for television" as compared with about $200,000 in 1950.

For International Latex Corp., Stephen P. Parks, publicity director, noted that the company is just initiating its television budget. He said 1951 business prospects are "excellent, providing the world situation does not affect raw materials."

Among companies which reported their advertising plans still uncertain were Pabst Sales Co., Roma Wine Co., Eastman Kodak Co., A. G. Spalding & Bros. Inc., Planters Nut & Chocolate Co., and Williamson Candy Co.

Those which said their present planning does not contemplate active use of radio and television during 1951 included E. R. Squibb & Sons, Western Auto Supply Co., Bell & Howell Co., Mentholatum Co., Lockheed Aircraft Corp., and W. A. Sheaffer Pen Co.

WJOC EXPANDS

Names Kane Sales Executive

WJOC Jamestown, N. Y., has announced that Harold P. Kane, former advertising executive with WJTN Jamestown, has been named vice president in charge of sales for WJOC. Announcement was made by Harry E. Layman, president of Air Waves Inc., operator of WJOC.

Mr. Kane

At the same time, Mr. Layman announced other additions to the staff: J. Ralph Carlson, special events and news announcer; William M. Winn, chief announcer for WJOC; and Frances Balcom, advertising copywriter. All are former associates of WJTN. Having recently received FCC approval to go on a fulltime broadcast schedule, WJOC will do so as soon as its 150-ft. antenna is completely installed, Mr. Layman said.

WFIL Philadelphia executives and staffers recently were typed for atomic warfare blood-tags. Tests were made during broadcast to enlighten listeners in requirements and arrangements for getting blood types in case of emergency.

TRANSIT RADIO

Yearend Roundup

Bigger Gains In '51

By R. C. CRISLER
President, Transit Radio Inc.

STEADY progress in 1950 by this music-as-you-ride radio medium forecasts bigger gains in 1951.

With 19 markets in operation by year-end plus six more imminent, which should be signed within the next few months, the national advertiser will have wider scope in using Transit Radio to meet individual market problems as well as broadening the base of its general usage in national advertising.

National business on Transit Radio by the end of 1950 was approximately double that at the beginning. Much of this was of an experimental or testing nature, with advertisers and agencies using only one or a few markets. Successful outcome of these tests resulted in expanded use and increased billing, and this trend is expected to continue in 1951.

★

Transit Radio commences 1951 as a recognized factor in civilian defense, and if wartime economy places restrictions on other media, Transit's growth should be greatly accelerated.

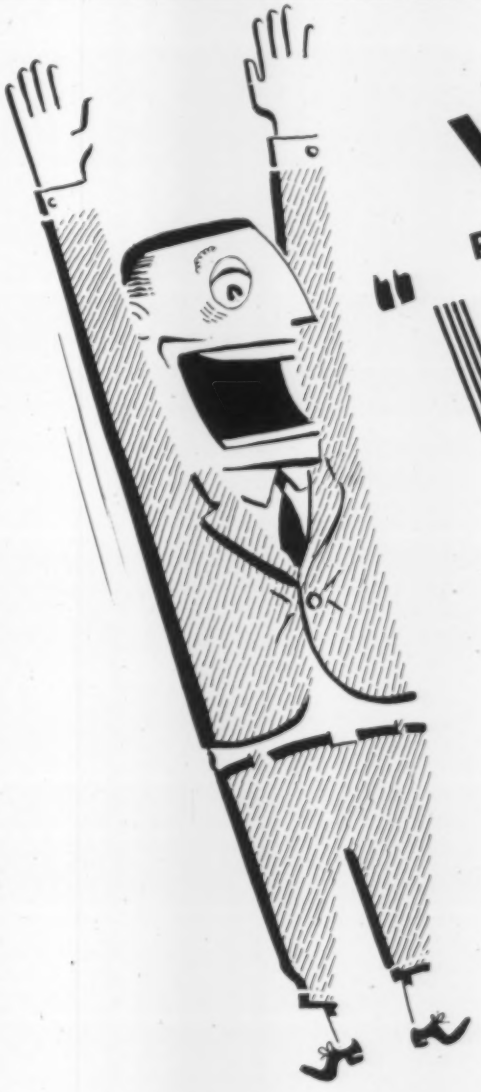
Under any kind of conditions, the essential characteristics remain: Its audience increases with the use of public transit, it is not subject to changing entertainment tastes and the cost remains admittedly cheap to advertisers facing increased expenditures elsewhere.

We expect 1951 to be a good year.

Campbell Named

VICTOR CAMPBELL, program director of WBAL-TV Baltimore, has been appointed assistant business manager for WBAL-AM-TV, it was announced last week. Mr. Campbell, creator of *Howdy Doody*, and several other children's shows for TV, joined station in 1949. Arnold Wilkes, of WSYR-TV Syracuse, will replace him as TV program manager. The station also announced addition to its staff of Kent M. Redgrave, WMID Atlantic City, N. J., as writer-producer.

ALEXANDER (Buddy) GAVITT Jr., 16-year-old high school boy who conducts regular *4-H Club of the Air* on WERI Westerly, R. I., awarded first place in national 4-H community relation contest for boys. He received trip to National 4-H Congress and $300 scholarship.



WGR REALLY MEANS "WOW!" IN BUFFALO

Thanks to the best wave length on the dial, WGR's 5000 watts reaches western New York's prosperous markets with radio's biggest dollar's worth in this area. BIGGER COVERAGE with top-rated programs . . . Columbia and local . . . makes WGR the best buy in Buffalo.

COLUMBIA NETWORK

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representative, Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

Agencies

(Continued from page 19)

business booked on more stations is the current picture painted for Harry B. Cohen Advertising, by President Harry B. Cohen. TV also is an important factor in 1951 plans, he adds. The agency is buying heavily in both network and spot for Grove Labs., Chattanooga Medicine Co., Pearson Pharmacal Co. and others.

The national emergency is not holding back Aubrey, Moore & Wallace billings. Its radio-TV director, J. H. North, comments: "We are already placing more month-to-month business due to the emergency than we were before World War II."

Increased spending on daytime TV is envisioned by a number of spokesmen such as Adrian Samish, vice president, Dancer-Fitzgerald-Sample, who sees daytime televisions as extensive as radio by the end of 1951. Also expressing a similar opinion is Ray Vir Den, president of Lennen & Mitchell, who sees daytime radio continuing to "hold its own."

Mr. Vir Den

Substantial increases in both radio and television is the 1951 outlook for Foote, Cone & Belding, according to President Don Belding. Recalling that radio-TV volume in 1950 was higher than the preceding year at the agency, Mr. Belding reserves predictions on general business conditions because they would be as "precarious as guessing which way a flea will jump."

Mr. Stauffer

Mr. Belding

Surprise in radio operations at Sullivan, Stauffer, Colwell & Bayles is the surpassing of last year's budget, according to Don Stauffer, vice president and partner. But no surprise is TV's rapid gain in 1950, Mr. Stauffer says. As to 1951, however, Mr. Stauffer would want to know "the advance thinking of Mao, Malik, Stalin and the FCC" before he could make a "nifty prediction."

Normal rise in expenditures is the word from Arthur Pryor, vice president in charge of radio and television at BBDO, New York. Dave Lyons, vice president in charge of radio and TV, Cecil & Presbrey, says the agency plans to do more in radio in the coming year than in 1950 by about 20%.

Frank Gilday, C&P TV director, believes there will be a greater selectivity among TV program sponsors. C & P, he says, plans greater '51 expenditures for video with major efforts on programs coupled with a "substantial increase in the use of TV spots."

A "major resurgence" of radio is forecast by Marion Harper Jr., president, McCann-Erickson, since the medium is not only "flexible" but "appropriately immediate." Mr. Harper thinks only an all-out war could dampen the "accelerated growth of television." He looks for daytime TV to approximate the rapid growth in 1950 of nighttime TV.

Myron P. Kirk, vice president and executive director of radio and TV, Kudner Agency, says 1951 prospects at the agency "are for increased use of both TV and radio for our clients." TV is bound to make great strides, he opines, while "in radio we certainly have not reached our fullest accomplishment."

"Marriage of ingenuity and discipline" to aid TV's development and curtail the trend toward costly productions is prophesized by W. M. Tuttle, vice president in charge of radio and television, Ruthrauff & Ryan. Radio, "still an advertising giant . . . still wears its Seven League Boots," Mr. Tuttle says.

Another agency executive, Newman F. McEvoy, vice president of Cunningham & Walsh, underscores need for "ingenious programming and production ideas" to cut high costs in TV. He notes the "startling development" in television of greatly increased competition, program vs. program.

Across-the-board opinion is given by Thomas J. Harrington, partner and radio-TV director, Ted Bates & Co. He finds "advertisers and agencies on the horns of a broadcasting dilemma—should they continue the surge into television, or should they hold onto their franchise spots in AM radio and sit tight for the expected TV freeze?"

Continuing that the first three months should give an answer, Mr. Harrington observes if industry goes full-scale into defense "the day of the 20 million TV receivers may indeed be far off and the scramble to return to radio will be a rout, not a retreat."

PHILADELPHIA

Radio waves in Philadelphia, while war troubled, will carry an increased amount of advertising, agency sampling in the Quaker City indicates. Manifold increases in television allotments are expected.

Varying rises of 50-100% in TV buying over last year's time purchases are reported by responding agencies. Radio billings are expected to go up although not as spectacularly as television.

General business prospects are good for 1951, Solis S. Cantor, president of the agency bearing his name, informs BROADCASTING • TELECASTING. "Whether there is war or not, the country is going on a war basis which means no unemployment and a high wage scale," he says.

Sensible trend to "more guns and less butter" in the nation is noted by Edmund H. Rogers, radio and television director of Gray & Rogers, and he reflects that despite various government controls on production and consumption "business prospects are bright for 1951." He adds "radio continues to regain its position as one of the most powerful tools ever devised to reach a mass audience quickly . . . and with forceful impact. In conjunction with other media, therefore, it holds its proper importance in the planning of any soundly reasoned campaign."

Mr. Rogers

S. A. Tannenbaum, president of Weightman Inc., expects business to be better in 1951 and his firm accordingly is spending more in radio and in television. Edward B. Harvey, director of radio and television, Geare-Marston Inc., discloses more money going to AM with an increase of more than 100% to sister TV.

BOSTON

Continued expansion in radio and TV is the word from New England's hub city. Boston agencies predict increases down the line, not one agency expects a radio or TV cutback and only one spokesman feels radio spending will stay at the 1950 level. Allotments to national spot for both media take preference in Boston over allocations to network.

"Radio and television picture for 1951 looks very good this moment, but with the world situation as it is, it's practically an impossibility to forecast even tomorrow's trends," is the comment from Janet A. Gilbert, radio-TV director of Harold Cabot & Co.

Mr. Shea

Miss Gilbert

Week-to-week planning because of current world conditions is forecast by Edmund J. Shea, director of radio and TV, James Thomas Chirurg Co., who feels "as of the moment, the prospects look very good for next year, in fact much better than a year ago at this time."

Other opinions vary with Charles F. Hutchinson, vice president, Chambers and Wiswell, predicting general business will be good and belief that "chances are still good"

HOW'S OUR SHAPE?

Mrs. America—1950-51
Betty Eileen McCallister

Representing WARD
in National Finals

WE'RE IN GREAT SHAPE AT WARD!

HOOPER—FIRST—MORNING*AFTERNOON*EVENING
WARD is your very best radio buy in Western
Pennsylvania's Industrial Rich 2nd Largest
Market of nearly 300,000

WARD JOHNSTOWN — CBS — WVAM ALTOONA

Represented by Weed and Company

of "no all out war with Russia," and Edward Parent, executive vice president of John C. Dowd, which plans an increase in radio and TV, flatly labeling business prospects as "gloomy."

WASHINGTON

Washington, D. C., executives eye a hand-in-hand advance in radio-TV expenditures for the coming year. Conditions are most optimistic for radio. This view is emphasized particularly by Jeffrey A. Abel, radio and television director, Henry J. Kaufman & Assoc., who says the lack of TV availabilities in the Nation's Capital will help the radio scene. Mr. Abel looks to a 15-20% increase in both radio-TV budgets.

Mr. Abel

Courtland D. Ferguson, head of Courtland D. Ferguson Inc., reports TV exceeding radio in the 1951 budget but with expeditures for both media outrunning the 1950 allotments.

Basing his opinions on the World War II experience, Lewis Edwin Ryan, owner of the agency bearing his name, believes radio and television will assume a sharpening importance as the means for community expression. His agency plans a minimum "slight increase" in 1951 radio-TV budgets over the preceding year.

Alvin Q. Ehrlich, vice president in charge of radio and television, Kal, Ehrlich & Merrick Advertisers, says his agency is setting its sights on a 25% boost of both media. He sees greater radio-TV spending mainly because of newspaper rationing. A good portion of radio will go to daytime programming, he says.

CHICAGO

Radio-TV's pulse is rapid in the Midwest's media-active city. Agency executives agree that 1951 in Chicago will be a year of good business and crowded advertising ledgers.

"We expect to spend more than ever on radio and television, and will probably be billing no less than $1 million a month on radio and/or television by the end of January. We now have 20 different television and radio network shows out of the agency headquarters in Chicago," states William Weddell, manager of radio and television, Leo Burnett Agency.

Mr. Weddell cites a renewed radio popularity during the emergency because of its flexibility. "It adapts better to fluctuations in contracts program changes, conditions and rules," he says. And Mr. Weddell observes, "television is and will be terrific . . . because it has proved itself. . . ."

Radio is Arthur Meyerhoff Co.'s "merchandising medium with television as an adjunct—and a spectacular one," according to Mrs. Carol Perel Colby, timebuyer. Spot buying in afternoon TV will be the coming practice in 1951 because of the shortage of nighttime TV spots, she says. "We have found that the buying of integrated commercials in the afternoon pays nationally, regionally and locally," Mrs. Colby concludes.

An apparent greater radio-TV volume in 1951 is prologued by Phil Bowman, radio-television director of Young & Rubicam, Chicago. Most of the agency's TV money in the coming year will go to spot placement, he says, with the newly-contracted TVA wage increases having little effect.

To Hal Rorke, radio-TV director of J. Walter Thompson's Chicago office, radio has become the "value" medium with TV becoming the "excitement medium." He says "radio is an extremely good value, and this is true nationally, regionally and locally. Purchases in radio are now being made on a value basis rather than on a glamour basis."

Paul Schlesinger, timebuyer of Tatham-Laird Inc., anticipates substantial increases in TV billing with both AM-TV spot down from last year which, he adds, is now studying effect of TV on all advertising including radio.

Radio-TV Director Phil Stewart of Roche, Williams & Cleary Inc. calls for a buckling down and belt-tightening in the advertising field in view of providing a greater service. TV, he says, is near adulthood.

Increase in the number of advertisers in 1951 is forecast by Harry Hobbs, media director at Dancer-Fitzgerald-Sample. Chief reason, he thinks will be such government measures as an excess profits tax.

DETROIT

Radio should have good traveling in the Auto City. Reporting agencies see spot and regional placement increasing in the year to come, particularly if TV bookings are solid and a newsprint shortage develops.

Charles Rosen, executive vice president, W. B. Doner Inc., says the Detroit market looks "especially good." There will be full employment, he adds, and people will have plenty of money to spend.

According to Bob Powell, president of Powell Advertising, "as specialists in radio and TV, we are expecting several accounts to go into TV, but some others will get better results from a radio schedule." His firm plans an increase in its radio budget and a varied rise of 15-25% in TV.

Another Detroit agency executive, Jack Trustman, vice president of Rex Advertising, which is expecting to boost radio by 10-15% while keeping TV spending on the same level as 1950, says radio spot will increase. "Think TV is rapidly pricing out of local market, except on a package deal with participations. Many present local TV ad-

(Continued on page 44)

RCA
TUBES ...
the standard of comparison
892-R
RCA
For your convenience RCA tubes are available from your local RCA Tube Distributor or directly from RCA
The Fountainhead of Modern Tube Development is RCA
RCA
TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

Agencies

(Continued from page 43)

vertisers will return to radio and other media."

SOUTHWEST

Plunge into television in Texas markets is headlong. Radio is more than holding its own, with some agencies etching an average 25% increase in 1951 plans. Majority expect to boost TV allocations 100-200% with only one respondent limiting an increase to 20%. A lone cutback in radio by half is attributed directly to loss of a network account.

Business will hold up quite well and possibly show an improvement, Monty Mann, vice president and manager, Glenn Advertising, Dallas, and an active leader in advertising associations, observes. He expects increases in placement to come from "war baby advertisers as they did before."

Mr. Pitluk

Mr. Mann

More radio billings are planned by Tracy-Locke Inc., Dallas, and Pitluk Advertising Co., San Antonio. Jack N. Pitluk, partner of the latter firm, which is boosting its radio allotment by 25%, finds radio and general business prospects "better" for 1951. Philip L. McHugh, director of radio and TV for Tracy-Locke, comments his agency "is looking forward to its biggest year. New business was up about 20% in the last quarter of 1950 and present indications are for that trend to continue. Radio and TV will be on the increase with TV up at least 100% in the coming year."

LOS ANGELES

Despite war jitters, agencies on the West Coast are lifting sights to higher radio and TV levels. Forecast for 1951 is an appreciable increase in radio spending and a rapid climb of TV budgets.

A rise in radio billings is expected by 40% of the respondents who plan an average 22% increase in their broadcast budgets. Another 40% see an AM outlay to correspond to last year's spending. Only a fifth of agency spokesmen plan an average 16% cutback in 1951 radio budgets. A slight edge is given to spot placement although network radio in the Los Angeles market also will be heavy. Some 26% of respondents also plan to spend more in media other than radio.

The feeling is unanimous that 1951 will be the year when TV spending by agencies will reach a new peak. All agency officials estimate expenditures for the visual medium will fatten. Average increase planned is 62.8% with individual agency estimates ranging from 20-200%. Some of the big spenders in TV also expect to boost radio ledgers as much as 30%.

National spot will receive most TV increases with an average 60% of money pegged. However, one agency plans an 85% allocation to TV network advertising.

Predictions on the eve of a new year hedge on the war situation. Frederick N. Polangrin, vice president in charge of Buchanan & Co.'s Los Angeles office, urges "constant re-evaluation of advertising plans" with the advertising pattern contingent upon wartime measures affecting the nation's economy.

This faith in radio as an effective salesman is voiced by other agencies. Among officials supporting the broadcasting medium are Jack Runyon, manager of The Biow Co., who finds radio "not out of the advertising picture . . . every day will see more and more good buys in radio;" Robert Temple, executive vice president, Raymond R. Morgan Co., whose firm is increasing radio spot for "purpose of making sales . . . never before have we harnessed the advertisers' sales departments and their radio together to such an extent as in '51."

Mr. Hixson

Mr. Temple

Other comments come from Robert M. Hixson, president, Hixson & Jorgensen Inc., who doesn't believe "radio or TV will be decreased in any way . . ."; Hilly Sanders, vice president, Dan B. Miner Co., whose business "has been constantly on the upgrade in both radio and TV," and which anticipates majority of clients maintaining present radio schedules during 1951 "as well as increasing advertising budgets to make room for television"; Marvin Young, radio and television director, Ruthrauff & Ryan Inc., who says "it should be a very good year" because additional advertising may be needed for certain firms in an economy tailored to defense and a shift to radio may follow the "growing shortage of good TV time in Los Angeles."

Stressing radio-TV's importance in light of world conditions are the following agency spokesmen:

Walter McCreery, president, Walter McCreery Inc. — "Obviously even rigid controls will still make it possible to advertise brand names via radio and television, but the size of such budgets cannot be foreseen."

Mr. Young

Mr. McCreery

Richard C. Francis, Pacific Coast vice president of Campbell-Ewald Co., prefaces comments with the view that a sellers' market in many lines controlled by the government will re-emerge. Advertising, he feels, again must take up its key role of selling ideas, maintaining morale and providing service to the country as it did nobly in the last war.

Many clients of Barton A. Stebbins Adv. suggest commitments be kept flexible, according to Barton A. Stebbins, president of the firm. Costs of radio should be reduced to include TV in "important markets." Ingenuity will be tasked in agency blueprinting that could call for elimination of costly AM productions or consolidation of video with radio shows, he predicts.

Greater reliance on broadcast media is seen by Ralph Yambert, president, Yambert, Prochnow, McHugh & Macauley Inc., who points to tighter newsprint supply and rising newspaper rates. Mr. Yambert, as well as other spokesmen, expects channeling of additional monies to such advertising media as radio because of higher taxes on swelling profits of advertisers. His firm plans to handle a 30% increase in radio spending.

James L. Thompson, manager of J. Walter Thompson Co.'s Los Angeles office, thinks a war economy will have little adverse effect on advertising since advertisers must protect markets as they did in the last war "to the tune of millions of dollars." Similar view is expressed by Carl K. Tester, vice president and general manager, Philip J. Meany Co., who concludes that prospects look "good" for radio, TV and for advertising generally.

Believing radio "is still the most efficient medium to reach the mass market," Whitney Hartshorne, general media director of Erwin, Wasey & Co., predicts an increase in the value of radio during 1951. His firm plans a 20% rise in its radio budget and a 75% boost in its TV outlay.

W. F. Gardner, president, Allied Advertising Agencies — Warns against "throwing up hands" by the advertising industry in the face of the national emergency. "If . . . advertising has helped the country grow strong, then surely now as never before we have a chance to be more useful."

Ted H. Factor, owner of agency bearing his name—Believes radio may feel the "brunt of loss" because of television which he labels a "good salesman" when business conditions are doubtful.

Frank Bull, partner, Smith & Bull Advertising — Predicts a "marked increase in advertising budgets" premised on booming business if world unrest calms, and on release of corporation funds for advertising if all-out war materializes.

Mr. Neally

Miss Sanders

W. W. Neally, BBDO vice president in Los Angeles—Sees radio-TV delivering "messages more effectively to more people at a lower cost" at a time when even under wartime conditions the U. S. can expect a good business year.

Henry Mayers, president, The Mayers Co.—Says the "wave toward TV will continue" and emphasizes the agency's development of a "TV agency network" of independent level affiliates. Another TV enthusiast, Harry W. Witt, Pacific Coast manager of Calkins & Holden, warns that AM's big 1951 problem is the issue of AM rates and cites NBC's attempt to apply cuts in certain market areas.

SAN FRANCISCO

Confidence in increased radio budgets comes from nearly 50% of leading San Francisco agencies who plan rises as high as 33⅓%. Some two thirds of agencies expect to channel more money into television with a third standing pat on 1950 TV expenditures. Most of the Golden Gate radio budget increases will go to network spot as compared to regular network time. The difference is not as sharp in television allotments.

Katherine Pavia, manager of

Claims Scoop

WMID Atlantic, N. J., claims it got scoop in announcing the sale of the Press-Union Publishing Co. and its radio station, WBAB, to R. L. Adams, Bethlehem, Pa., publisher, Thursday, Dec. 14. WMID reports it issued a special news bulletin at 7:14 p.m., announcing that the newspaper and station had been sold two hours earlier. Switchboard was swamped with calls requesting information about the sale, WMID said. A little after 10:30 p.m. WBAB officially confirmed the sale and the Associated Press, which services the newspaper, released the story at 11:04 p.m.

Pavia Agency, points up the general feeling with "radio and general business should be excellent in 1951." Llew Jones, media director, Foote, Cone & Belding, warns that radio may be destined to become "a smaller and more specialized medium as television competition continues to increase," but he concludes "we also feel that new program ideas and new sales policies may make for extraordinarily good advertising opportunities in radio."

News importance of both radio and TV at this time is emphasized by E. L. McDonald, account executive, Ruthrauff & Ryan, who reflects "generally speaking, business outlook is bright in most directions." John J. Wiley, San Francisco manager of Kenyon & Eckhardt, seeing total mobilization by the beginning of 1951 holds back on predictions. His office expects budget lines for both media to hold fast.

Beaumont & Hohman Inc. plans additional outlays in radio and TV, according to Anne E. Hohman, of the agency.

NORTHWEST

More radio is marked for the Northwest in 1951 with TV receiving a 100% vote of confidence.

Comments range from "what's your reserve status?" asked by Gerald A. Hoeck, partner and radio director, Wallace Mackay Co., who says the firm's expansion in TV won't be at the expense of radio but "may dip into newspaper budget," to a strong belief by Ted M. White, manager of the Beaumont & Hohman Seattle office, that radio "should continue strong in the Pacific Northwest."

"I feel reasonably certain that, come peace or war, radio and TV will play an increasingly important role in our economy," according to J. P. Heverly, radio and TV director of Botsford, Constantine & Gardner, who is supported by Frederick E. Baker & Assoc.'s partner, Robert A. Baker, saying "we believe prospects are particularly bright for radio for the immediate future" as well as for TV. Mr. Baker's firm, which is projecting a 50% increase in radio budgeting over that of last year, handled the substantial advertising account of United Voters for School, College and Institution Bonds, a statewide promotion in the last election.

Harry S. Pearson, owner of Harry S. Pearson & R. E. Morgan Advertising, reports several clients not only using radio but "planning increased schedules." The agency, which only now is beginning to develop TV in the area, expects to outlay more for the medium in the coming year.

RADIO will never be driven from the advertising spectrum by TV, but those who fail to properly evaluate AM on a qualitative basis, rather than a quantitative, are "whistling in the dark." These opinions were expressed to members of the Boston Radio Executive Club, at the December meeting, by Arthur Pryor Jr., vice president and director of radio-TV, BBDO, New York. Chatting after the meeting are (l to r): Mr. Pryor; John Wright, radio director, BBDO, Boston, and Harold E. Fellows, general manager, WEEI Boston, and club president.

CANADA

Up in Canada, radio is set for an overall increase in budgets. In TV, where placement is possible on U. S. stations, a rise in billings also is indicated.

Frank Flint, radio-TV director of McKim Adv. Ltd., Toronto, feels radio will go ahead in the area as will TV where placement is on U. S. stations. Audrey Brown, timebuyer of James Lovick & Co., Toronto, also predicts a bigger volume in 1951.

Another agency spokesman, Jack Horler, radio director of Baker Advertising in Toronto, says the future "looks perfectly okay for radio until June" but that the prospects for the fall season are uncertain. His agency plans a 5% boost in radio spending.

Mr. McQuillin

Wis McQuillin, radio director, Cockfield-Brown Co. Ltd., sees an advertising cut to last temporarily should shortages occur. Nevertheless, C-B is earmarking 10-15% more funds to radio and an increase in TV film spots for U. S. station use.

Atomic Booklet

EVERY home in the United States would receive a free copy of the National Security Resources Board's booklet, *Survival Under Atomic Attack*, under joint resolutions now pending in two Congressional committees. The proposals were introduced in the Senate by Sen. Warren Magnuson (D-Wash.) and in the lower chamber by Rep. Hugh B. Mitchell (D-Wash.) and referred to respective Administration committees. The resolutions (SJ Res 210 and HJ Res 549) call for distribution of the document by NSRB to every home. The booklet details the need of radio receivers, including battery sets, and touches on TV's role [BROADCASTING • TELECASTING, Nov. 6].

Advertisement

From where I sit *by* Joe Marsh

Now They're Sitting Pretty!

Squint Miller, who's working as a telephone lineman, was telling me about some birds that got into a fight with his company.

Seems a couple of woodpeckers set up housekeeping in a telephone pole. Nobody minded them *living* there, but they kept pecking at the wires—causing one short circuit after another.

Finally, the telephone people—who had nothing personal against the birds—just stopped up the hole where they lived. But they kept coming back. At last, the company donated that pole to the woodpeckers and set up a brand-new one for their own use!

From where I sit, we'd all be better off if we were as tolerant with our own kind as that telephone outfit was with the woodpeckers.

Let's consider the other fellow's point of view—whether it's his right to live where he wants, or to enjoy a friendly glass of temperate beer or ale when and if he pleases.

Joe Marsh

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IT'S ALWAYS FAIR WEATHER
WHEN GOOD SELLING FELLOWS GET TOGETHER . . .

HOW'S Business? It's good with us; has been for 20 years. And it's good with the radio and TV enterprises represented by this Honor Roll of advertising agencies. With acumen, and the knowledge derived from facts, these agencies selected BROADCASTING • Telecasting in 1950 to carry the messages of their clients to the decision-makers—all valued and regular subscribers to BROADCASTING • Telecasting. It's the infallible equation that produces the results: Editorial integrity, plus leadership that brings the paid readership.

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Los Angeles, Calif.
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Peoria, Ill.
Atlantic Advertising Agency
Newark, N. J.
Atlas Adv. Agency
Sioux City, Iowa
Axelband & Brown
Cleveland, Ohio
Axelsen Advertising Agency
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Ayer, N. W. & Son, Inc.
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Baldwin, Bowers & Strachan, Inc., Buffalo, N. Y.
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Bass & Company
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Bass, Louis Company, The
Los Angeles, Calif.
Batten, Barton, Durstine, Osborn
New York City, Minneapolis
Beaumont & Hohman, Inc.
Kansas City, Mo.
Benton & Bowles, Inc.
New York City
Benson, Vickers, Ltd.
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Bennett Adv., Inc.
High Point, N. C.
Berger, Alfred Paul, Inc.
New York City
Bergman-Jarrett Co.
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Bernstein, Bo & Co., Inc.
Providence, R. I.
Biow, The Co.,
New York City
Black, Fred Adv. Agency
Reading, Penna.
Blumberg, Frank L. Adv.
Baltimore, Md.
Boone, Robt. W. Adv.
Los Angeles, Cal.
Boynton, Stanley, Agency
Detroit, Mich.
Bowman & Block, Inc.
Buffalo, N. Y.
Box, Steven A. Adv.
Albuquerque, N. M.
Bozell & Jacobs, Inc.
Indianapolis, Ind. & Chicago
Bridge, Harry P. Co.
Philadelphia, Pa.
Brodsky, Geo., Adv.
Chicago, Ill.
Brooks, S. M. Adv.
Little Rock, Ark
Browne, Burton Adv.
Chicago, Ill.
Brown, E. H. Adv.
Chicago, Ill.
Buchanan & Co.
New York City
Bull Adv. Agency
Indianapolis, Ind.
Burke Dowling Adams, Inc.
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Burnett, Leo., Co.
Chicago, Ill.
Cabot, Harold & Company, Inc.
Boston, Mass.
Cahn-Miller Inc.
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Los Angeles, Cal.
Campbell-Ewald Co.
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Carlock-McClinton & Smith, Inc.
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Casler, Hempstead & Hanford,
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Cary, R. H. Inc.
Des Moines, Iowa
Chesman, Nelson Co.
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Clarke, Robert E. & Assoc.
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New York City
Cohen, Miller Advertising
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Cole, Marsh & Associates, Inc.
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Collins, Cusick, Schwerke & Wild
San Antonio, Tex.
Comstock, Duffes & Company
Buffalo, N. Y.
Conti Adv.
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Copp, Wm. C. & Assoc.
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Conroy, Thomas F. Inc.
San Antonio, Texas
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Craig, John Gilbert Adv.
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Dayton, Johnson & Hacker Adv.
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Denman, William I. Inc.
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Dixie Advertisers, Inc.
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Dorrance-Waddell, Inc.
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Dowd, Redfield & Johnstone
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New York City
Ebersold, Fred H., Adv.
Chicago, Ill.
Elliott, Daly & Schnitzer
Oakland, Calif.
Erwin, Wasey & Co.
New York City
Esmond, Lawrence Adv. Corp.
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Evans, Albert Adv.
Ft. Worth, Texas
Evans, David W. Adv. Agency
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Fitzgerald Adv. Agency
New Orleans, La.
Flack Adv. Agency
Syracuse, N. Y.
Foote, Cone & Belding
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Ford, Frank Adv.
Hollywood 38, Calif.
Ford, Marshall, Adv. Agency
Sacramento, Calif.
Foster & Davies, Inc.
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New York City
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Fuller & Smith & Ross, Inc.
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Gerst, Sylvester & Walsh
Cleveland, Ohio
Getschal & Richard, Inc.
New York City
Gibbons Adv. Agency, Inc.
Tulsa, Okla.
Gillham Adv. Agency
Salt Lake City, Utah
Gold, H. J., Co.
New York City
Goerl, Stephen Associates
New York City
Goodman, Harry S. Agency
New York City
Goodman-Firestone Adv.
Minneapolis, Minn.
Goodwin, The Co.
Houston, Texas
Gordon, Phil. Agency
Chicago, Ill.
Gotham Adv. Co.
New York City
Gottschaldt, Morris & Slack, Inc.
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Gray Rogers
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Va.
Grisart, Advertising
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Gutz Adv. Agency
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Hall Richmond. Adv.
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Holmerman
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Hanauer, Edward Adv. Co.
New York City
Hanff Adv. Agcy, Inc.
Chicago, Ill.
Hanneway, & Associates
Omaha, Nebr.
Harlan-Richards Agency
Los Angeles, Cal.
Harrison, Whitney & Hurst
Los Angeles, Calif.
Harris T. Adv. Agency
Salt Lake City, Utah
Hart-Conway Co.
Rochester, N. Y.
Hartman George H., Co.
Chicago, Ill.
Hanssengale Co.
Durham, N. C.
Hazard Adv. Agency
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Jackson Schapanski
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Jessop Adv. Co.
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Jones Eckel Company Adv.
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Jones, Joseph H. Co.
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Kaplan Bruck Adv.
Newark City
Katz, Joseph Co.
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Kauffman Adv. Agcy.
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Lamport, Fox, Prell & Dolk, Inc.
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Lavin, Barney, Inc.
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Lewis, Buford & Co.
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Liller, Neal & Battle
Atlanta, Ga.
Lockwood-Schackelford Co.
Los Angeles, Cal.
Loeb, Leon, & Co.
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Lord, Robt. S. Co.
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Lynch, Showalter Agency
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Lynn-Fieldhouse Advertising
Wilkes-Barre, Pa.
Lyon, S. Duane Inc.
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Mace Adv. Agency
Peoria, Ill.
MacBride, James Adv. Agency
Fort Worth, Texas
MacManus, John & Adams, Inc.
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Madden-Barrett Inc.
Dallas, Texas
Malcolm-Howard Adv. Agency
Chicago, Ill.
Manhattan Adv. Agcy.
New York City
Marks & Neese Advertising, Inc.
Jackson, Miss.
Marshall, Gordon Inc.
St. Louis, Mo.
Market Research & Adv. Inc.
Newark, N. J.
Martin, George Homer Assoc.
Newark, N. J.
Mason-Relkin Agency
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Mathes, J. M. Inc.
New York City
Maxon, Inc.
New York City & Detroit
Maxfield Advertising
Providence, R. I.
Maxwell Advertising Co., Inc.
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Meldrum & Fewsmith Agcy.
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Mendte, J. Robert Inc.
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Meyerhoff & Co., Arthur
Milwaukee, Wis.
Michel-Cather, Inc.
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Mogge-Privett, Inc.
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Moore & Hamm, Inc.
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Morton Agency
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Morse International, Inc.
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Morris Timbes Adv.
Mobile, Alabama
Moss Associates
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Nelms, Ralph, Inc. Adv.
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Nelson, George R. Inc.
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Newhoff, Theodore Agency
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Newman, Lynde & Associates
Jacksonville, Fla.
Newmark's Advertising Agency
New York City
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Noble-Dury & Associates
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Nolan, Charles H., Advertising
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O'Brien Adv. Ltd.
Vancouver, B. C.
Olian Adv. Agency
St. Louis, Mo.
Orr, W. Wallace, Inc.
Philadelphia, Penna.
Parker, Luckie & Associates
Birmingham, Ala.
Penman-Neil Adv. Agency
Seattle, Wash.
Pfeiffer Adv. Agency
Omaha, Nebr.
Pitluk Adv. Co.
San Antonio, Texas
Port, Harry F. Adv.
Chicago, Ill.
Potts, R. J., Calkins, Holden
Kansas City, Mo.
Presba, Fellers & Presba
Chicago, Ill. & Davenport
Ramsey, L. W. Co.
Chicago, Ill. & Davenport
Randall Company, The
Hartford, Conn.
Ratcliffe Adv. Agency
Dallas, Texas
Reinhardt, Emil Adv.
Oakland, Calif.
Reiss Advertising
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Reese, James R. Adv. Co.
Kansas City, Mo.
Remington, Wm. B. Inc.
Springfield, Mass.
Rex Advertising Agency
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Richards, Wilbur O., Adv.
Syracuse, N. Y.
Rickard & Company, Inc.
New York City
Richardson, Sanders & Sample
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Ridgway Co.
St. Louis, Mo.

Riordon, John H. Co.
Los Angeles, Calif.
Robertson Advertising
Denver, Colo.
Robinson-Rapp Agcy.
New York City
Rockett-Lauritzen Adv.
Los Angeles, Calif.
Roland-Bodee Advertising
New York City
Rosenberg, Arthur Co.
New York City
Rosengarten & Steinke, Inc.
Memphis, Tenn.
Ross, H. L. Advertising
Indianapolis, Ind.
Royal & de Guzman
New York City
Rumrill, Charles L., & Co., Inc.
Rochester, N. Y.
Runkle, Lowe, Co.
Oklahoma City, Okla.
Ruthrauff & Ryan, Inc.
Chicago & New York City
San Diego Adv. Agency
San Diego, Cal.
Sawdon, Frank B., Inc.
Chicago, Ill.
Schneider, Joseph P. Inc.
New York City
Schuyler-Hopper Agency
New York City
Schwimmer & Scott, Inc.
Chicago, Ill.
Schoenfeld, Huber & Green
Chicago, Ill.
Seeds, Russel M. Inc.
Chicago, Ill.
Sherman & Marquette
Chicago, Ill.
Simon & Gwynn, Inc.
Memphis, Tenn.
Simmonds & Simmonds, Inc.
Chicago, Ill.
Seeman & Peters Inc.
Saginaw, Mich.
Shafer, E. W. & Co.
San Francisco, Cal.
Shappe-Wilkes, Inc.
New York City
Silver, Chas. & Co.
Chicago, Ill.
Smith, Gordon Advertising
Yakima, Washington
Smith, Louis Agency
Chicago, Ill.
Smith, R. C. & Son, Ltd.
Toronto, Canada
Snead, C. N., Adv. Agency
Roanoke, Va.
Snow, Walter B. & Staff, Inc.
Boston, Mass.
Spitz & Webb Advertising
Syracuse, N. Y.
Stout, C. R. Adv.
Detroit, Mich.
Southern Adv. Agcy.
Lexington, Ky.
Southwest Advertising Agency
Waco, Texas
Spartanburg Adv.
Spartanburg, S. C.
Spaulding, C. Jerry Inc.
Worcester, Mass.
Spier, Franklin, Inc.
New York City
Stein, Lawrence S. Adv.
Chicago, Ill.
Strauchen & McKim Adv.
Cincinnati, Ohio

Stuart Bart &' Getschal, Inc.
New York City
Sullivan, Daniel F., Co.,
Boston, Mass.
Swink, Howard Advertising
Marion, Ohio
Teplitz, Henry H. Adv.
Chicago, Ill.
Teters, William G. Adv.
Baton Rouge, La.
Thompson, J. Walter Co., Ltd.
Toronto, Ontario
New York City
San Francisco 4, Calif.
Thurston, Smith & Jenkins Adv.
Flint, Mich.
Tobias & Company
Charleston, S. C.
Towell, Arthur Inc.
Madison, Wis.
Tri-State Advertising
Huntington, W. Va.
VanDiver & Carlyle, Inc.
New York City
Virginia Electric News Inc.
Richmond, Va.
Von Zehle, Wm. & Co. Inc.
New York City
Wagenseil, Hugo & Associates
Dayton, Ohio
Walker & Downing
Pittsburgh, Penna.
Wallace-Lindeman, Inc.
Grand Rapids, Mich.
Walker-Saussy Advertising
New Orleans, La.
Wapshare, James A. Co.
Newark, N. J.
Waterston & Fried, Inc.
New York City
Watt, W. H., Adv. Agency
Upper Darby, Pa.
Watts-Payne Agency
Tulsa, Okla.
Weightman, Inc.
Philadelphia, Pa.
Weiner, J. J. Advertising
San Francisco, Calif.
Wellam Adv. Co.
Lansing, Mich.
Welsh-Hollander Advertising
Los Angeles, Calif.
Wertheim & Brieg
New York City
Weston-Barnett, Inc.
Waterloo, Iowa
Western Agency, Inc.
Seattle, Wash.
Westmoreland, H. E. Inc.
Duluth, Minn.
Whalen, Frank E. Agency
Kansas City, Mo.
White, Dan & Associates
El Paso, Texas
White Advertising Agency
Tulsa, Okla.
Wiley, Frazee & Davenport
New York City
Winius-Drescher-Brandon, Inc.
St. Louis, Mo.
Workman, Ted, Advertising
Dallas, Texas
Wyatt Adv. Agency
San Antonio, Texas
Young & Rubicam
New York City
Yount Agency
Erie, Pa.
Zimmer-McClaskey-Kintner Adv.
Louisville, Ky.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

XUM

editorial

Christmas, 1950

THERE'S an ominous rumble behind the clear ringing of Christmas bells this year, as there was on another Christmas now nine years past. Again people are saying "Merry Christmas" with a catch in their throat.

This is the 30th Christmas for American broadcasting, and thus not the first in which it has been called upon to amplify the sounds of world distress in the holiday of peace.

Many of those whose faith and purpose built this nation's free radio are now names on the honor roll, graven memories to hundreds who lived and worked with them. Frank Conrad, Chuck Meyers, Joe Maland, John Shepard, Johnny Gillin and how many others?

Is there a package under the Christmas tree for them this year?

Radio remains, by virtue of the struggle of these and others like them, the last great voice of freedom in the world today. Its carol this Christmas season should be as always a song of a free people. Its purpose, more surely taken in the disturbing days ahead: Sensitivity and courage and clarity in counselling and informing millions of Americans.

With a steady hand, then, and thoughtful courage, radio again may do its part in bringing the spirit of Christmas to this land and all lands and all peoples for all time.

That's a Christmas package, isn't it? It will be taken up by loving hands and perhaps, such is the magic of this season, you may find it replaced beneath the tree in the Yuletides yet to come.

Radio-TV 'Silence'

DEMAND of the Defense Dept. for authority to silence radio and TV in event of air attack, of itself should cause little alarm. The concern should be with the precise language of the enabling act, to guard against arbitrary or unnecessary moves by the military.

It's no secret that invading craft can "home" on broadcast frequencies—visual or aural. Engineers, however, attest that it's perhaps easier to locate targets by riding the interference-free aeronautical beams direct to strategic locations. Every important area has a nearby airport. Most radio and all television channels are shared by multiple station operation, rendering long-range "homing" difficult.

In this tortured era of jet propulsion and guided missiles, the broadcast station is simply one of many means of range-finding for air attack. Even atmospherics, or the variations in temperature over targets, can be employed.

There's a contradiction in the Defense Dept.'s demand, for civil defense planning contemplates the use of radio and TV as the "nerve system" on the home front.

In a national emergency, the military is supreme. It should have available to it the machinery and the authority to prevent invasion and to defend the homeland. President Truman, within the last fortnight, has reassured broadcasters that the government has no thought of commandeering radio and TV; the exemplary service of radio in the last war dispelled any such notion. It will be recalled that during World War II, the then military organization had sought authority similar to that now proposed—which, indeed, would not be limited to time of war or proclaimed emergency, but would apply also during periods of "strained international relationships."

It is encouraging to see Congressional leaders and FCC approaching the proposal with caution, in full knowledge that broadcasters can be counted upon to react properly, as history demonstrates.

We do not contend that certain emergency powers should not be conveyed to the military. Our premise is that there should be no blank check and that the authorizing legislation be spelled out so that the very objective of maximum home-front protection and security will not be invalidated by ill-contrived or hasty authorization.

Wanted: Salesmen

HYSTERIA caused by the mid-year thrusts of the Assn. of National Advertisers for AM nighttime rate cuts had just about evaporated when NBC, within the last fortnight, brought the cauldron to the boiling point again with its announced intention of "adjusting" rates downward on some 50 AM stations in TV markets. The change was to have been effective Jan. 1, but the loud protests brought a quick shift, with a "talk it over" meeting of the involved stations now called for Jan. 10 in New York.

The fallacy of NBC's reasoning appears to us to become more evident with each passing day. A war is on. Everything comes higher. Multiple increases during the past year in newspaper and magazine rates for the acknowledged purpose of offsetting increased overhead, makes all radio—including network—the most economical buy in advertising. Tune-in is up and will continue up, because radio is the top spot news medium.

TV is too well entrenched to become a casualty of the emergency, but, by the same token, it isn't destined to expand materially either in the number of stations (107) or market areas (63) for the foreseeable future. Set production is destined to decline. If conditions worsen, there will be problems of tube and parts replacements—and of set servicing.

If proof be needed of advertiser acceptance of radio, even in TV markets, one has but to peruse the complete 1951 business survey which appears in this issue. Here money talks; not shrill voices of buyers seeking bargains.

Radio's worst failing has been the program rating. Advertisers have been weaned on the "Top Ten" or the "First Fifteen." Most agencies have used this easy selling device—the least common denominator approach.

The upshot has been that even the networks are sheepish in attempting to sell against a Jack Benny or a *Lux Theatre*. Suppose a Benny does have an 18? What about the other 82% potential, or any part of it?

The fact is that radio has sold itself short—networks in particular. And the agencies and advertisers—fed a consistent diet of ratings—have bought only "preferred positions." They haven't been sold on the vast potential that can be tapped opposite the best of the top-rated programs, if the vehicle is right.

When advertisers (and their agencies) buy publications, they usually consider the media in this order: (1) circulation; (2) cost per thousand; (3) editorial content; (4) calibre and prestige of management; (5) the Starch Report, or some commensurate *rating* service; (6) promotion.

In network radio it's a one-two punch: (1) ratings; (2) program competition.

But radio sells markets, not ratings. Instead of putting all chips on such glib slogans as the "Top Ten" or the "First Fifteen," the networks should sell a potential circulation of 95% of 150 million hardy American souls.

There's nothing wrong with the radio picture that good salesmanship can't cure.

our respects to:

JOSEPH LUTHER SMITH JR.

ALTHOUGH H. Allen Smith completely ignored him in his latest laugh-book, *All About Smiths*, Joseph Luther Smith Jr. of Beckley, W. Va., has had no trouble earning recognition and respect from the people of his state and his profession.

Mr. Smith is a radio man in the truest sense of the word. Service to the citizens of West Virginia has been his constant aim.

In radio, Mr. Smith was a pioneer in his own home town of Beckley. He was vigorously opposed by the local newspapers when he conceived plans for the city's first radio station in 1938. But his faith in radio's ultimate value to the community did not waver, and his own company, Joe L. Smith Jr., Inc., put WJLS

(Continued on page 56)

Static and Snow

By AWFREY QUINCY

SENATOR McCARTHY and Drew Pearson are alley-catting again, beating each other over the head with well-worn cliches. In the middle is Adam Hat, which any day now might tell Mr. McCarthy to go whistle in his own hat.

* * * *

Hutchins resigns his college job to join Ford Foundation. It's a break for radio which the erudite Bob abhors. Wonder whether his past record reveals an anti Tin-Lizzie fixation.

* * * *

Gradually the facts of life dawn on us. Johnny Outler says he fired a high-priced producer for cutting out paper dolls, and we've always thought that all producers had to learn paper doll cutting before graduating to a stop watch.

* * * *

At that, cutting paper dolls sounds like more fun than cutting nighttime rates. "Boy, get that large paper-doll scissors for good Marse Joe McConnell."

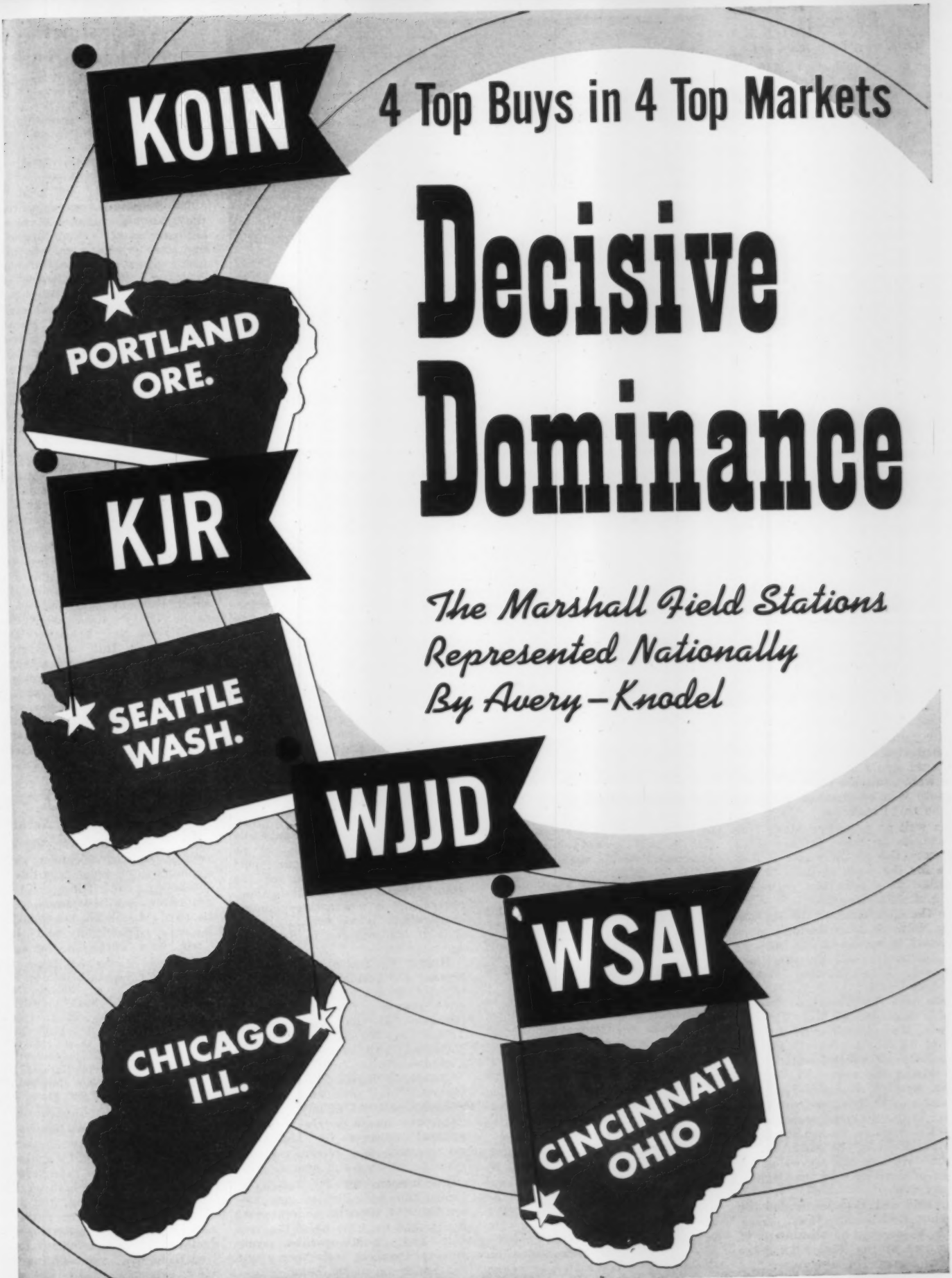
* * * *

Now, television studios are being built to sustain six elephants. There was a time when our television studios held lots of elephants, plus numerous giraffes, zebras, snakes, etc., all pink and green and indigo. Every day, before sign-on, we'd chase them out, but they'd always come back. Then, one fine day, not so long ago, they miraculously disappeared.

* * *

There's more merit than appears at first glance in the suggestion that 25% of all television channels be set aside for education. Who knows, with all that education available, maybe future generations might understand just how much is 25%.

XUM


KOIN
4 Top Buys in 4 Top Markets
Decisive Dominance
PORTLAND ORE.
KJR
The Marshall Field Stations
Represented Nationally
By Avery-Knodel
SEATTLE WASH.
WJJD
WSAI
CHICAGO ILL.
CINCINNATI OHIO

Respects

(Continued from page 48)

Beckley into operation March 5, 1939.

The station proved a boon to residents and advertisers of the surrounding southern West Virginia coal mining country. Its success encouraged John B. Reynolds of Wheeling to approach Mr. Smith on the possibility of starting a station in Wheeling.

Seeing an opportunity for service, and perhaps even at that time envisioning a state-wide network, Mr. Smith joined Mr. Reynolds in forming Community Broadcasting Inc., and WKWK Wheeling came into being in May 1941.

Then the war and several years of service as a lieutenant colonel in the European 12th Army Group intervened. But Mr. Smith was able to keep in touch with radio through his brother, Hulett C. Smith, who looked after the radio interests while he was overseas.

During the last days of the war, the two decided to file for a construction permit in the capital of the state, Charleston, and thus create a triangular network capable of serving over half of West Virginia's population.

The third station, WKNA Charleston, broadcast for the first time in January 1946. By this time Mr. Smith was back in civilian clothes. He immediately banded the three stations together into the Personality Network. Advertisers were then able to reach a large audience at reasonable cost, and listeners were able to enjoy special broadcasts of news and sports from many parts of the state.

Installs FM Service

Mr. Smith did not stop here. He decided that the interests of the audience would be better served if FM were available too—so an FM affiliate was constructed for each of the three stations.

As well as providing static-free broadcasts for those listeners with FM sets, the set-up makes it possible for the three stations to link together at a moment's notice by using the FM signal.

In the operations of the Personality Network, each station's main objective is service to its immediate community, but the three are frequently joined together for special broadcasts.

The first Smith station, WJLS, is ably managed by Mrs. Virginia Cooper, who started with the station at its very beginnings and assumed the managerial responsibilities during the war.

Mr. Smith's civic life has been as active as his business career. A leader in the Beckley Junior Chamber of Commerce, he has served as vice president of the state organization. He also has served on the board of governors of the Beckley Rotary Club.

In 1948 and 1949 he headed the Beckley Community Chest drive. He is a member of the board of governors of the local Elks lodge and a Sigma Nu alumnus. The West Virginia Chamber of Commerce last year selected him as one of the five outstanding young men in the state. He remains active in the Army's reserve program.

COMMEMORATIVE placard is given the Northern Trust Co., Chicago, sponsor of *The Northerners* for 20 years, by Frank Schreiber, general manager of WGN Chicago, at the 1,000th broadcast. Present at the presentation (l to r): Solomon A. Smith, president, Northern Trust; Solomon B. Smith, executive vice president, Northern Trust; Mr. Schreiber; Edward B. Smith, executive vice president, Northern Trust, and Chicago Mayor Martin H. Kennelly.

Another of Mr. Smith's civic interests is active work in the Appalachian Council of the Boy Scouts of America. Although he headed the council recently and directed initiation of a five year building program, local businessmen in Beckley chuckle when they remember their early scouting days.

He was a "good scout" all right, and attained the rank of Life Scout, but he never won a merit badge in cooking. The day he was to prepare the meal for a camping trip and qualify for his badge, young Smith looked at the pile of ears of corn waiting to be shucked and decided he would save a lot of trouble by preparing a sack of rice instead. When the hungry scouts returned to their meagre rice feast, a near riot is said to have ensued, and Mr. Smith was out one merit badge.

Engineering Flair

During his younger days, Joe Smith was mechanically inclined, and spent much of his spare time "tinkering with gadgets," an interest that led naturally to the field of radio engineering.

Born Aug. 8, 1915, in Beckley, he graduated from Woodrow Wilson High there in 1931, matriculated at Virginia Military Institute, then returned to get his B.A. from West Virginia U. in 1935.

While at the latter school, he had occasion to join the honorary fraternity "Fi Bater Kappar" which originated at West Virginia U.

Joe Smith's first business experience after graduating was a job as teller in the Beckley National Bank. He is a director of that bank today. A year after taking the bank job, Mr. Smith became interested in the Telerad Co., a radio sales and service organization in Beckley. Soon thereafter, he began formulating plans for construction of WJLS.

Mr. Smith's present business connections include Community Broadcasting Inc., Wheeling (WKWK-AM-FM) of which he is president and director; Joe L. Smith Jr. Inc., Beckley (WJLS-AM-FM, WKNA-AM-FM), president; Beckley National Bank, director and stockholder; Home Insurance Agency, Beckley, director and stockholder; First Beckley Corp., Beckley, vice president and stockholder; South Beckley Land Co., Beckley, stockholder; Biggs - Johnston - Withrow Inc., Beckley, stockholder; and director of investment securities for Beckley, W. Va.

He is single and makes his home with his parents in Beckley.

Mr. Smith has had a tradition of community service in his family for many years. Joe L. Smith Sr. also is a native of West Virginia, born and raised in the "Panhandle State." Serving his district as Congressman for 18 years, Mr. Smith Sr. was chairman of the state's Democratic Executive Committee and is now active in many corporations in his area, including that of his son, Joe L. Smith Jr. Inc.

Hulett C. Smith, Mr. Smith's brother and business associate, also is active in many corporations and civic groups. At present he is president of the West Virginia Junior Chamber of Commerce and chairman of the state's Aeronautic Commission.

Joseph L. Smith Jr. at 35 is a vigorous and conscientious businessman and not in any sense an "absentee owner." He is active general manager for his entire organization and carefully supervises its policies and operations.

Applications for TV stations in Charleston and Beckley are now on file, and there is no reason to doubt that the citizens of the area will have public-spirited, community-conscious television with Joe Smith Jr. at the helm.

Christmas

(Continued from page 39)

Merchants' Bureau of the Macon Chamber of Commerce as a business builder. WMAZ also reports that "Santa" Story has nine children of his own to play Santa for.

WAZF Yazoo City, Miss., presented remote interviews with Santa Claus from the local Firestone Store. Santa is located in the station's studio, his voice being carried to a loud spaker in the store where a remote microphone picks up the children's request and the announcer's voice, as well as Santa's replies.

A special Christmas concert was presented by KSTP-TV Minneapolis on Friday Dec. 22 featuring the Choraliers, nationally famous group consisting of 40 boys and girls who have received national recognition for their singing accomplishments.

KNBC Program

KNBC San Francisco presented a special Christmas Memorial program Dec. 16 from Santa Rosa, home of Luther Burbank. The traditional ceremony, featuring a narrative of Burbank's life, music by the Madrigal Singers of Santa Rosa Junior College, and a description of the lighting of the giant Cedar of Lebanon under which Burbank is buried, was fed to the NBC Pacific Coast Network.

KGO-TV San Francisco moved its cameras into the city's St. Mary's Cathedral on Christmas Eve to present the church's annual midnight Mass to the televiewing audience. A special Balowstar lens, necessary to meet lighting requirements, was flown from New York for the telecast.

AWARDS COMMITTEE

Announced by Aschbach

CREATION of the "Mighty Monarch of the Air" television awards committee, to judge monthly the outstanding contributor to TV programming, has been announced by Leonard Aschbach, president of Majestic Television and Radio Corp., New York.

Members of the committee, originated by Mr. Aschbach, include: Harry Hershfield, humorist; Irving Caesar, composer; Aaron Katz, president of Official Films, New York; Sigmund Spaeth, writer; Loel Schenker, producer; Nat Kahn, associate editor, *Variety;* Sol Paul, BROADCASTING • TELECASTING; Marvin Kersch, *Radio Daily;* Leo Shull, *Show Business;* Bob Gillham, director of TV Films, Music Corp. of America.

Committee will base its award of the citation, "Mighty Monarch of the Air," on a poll of TV critics and editors throughout the country. Taking into account both local and network programming, first award will be made in January 1951, to newscaster "who has developed the freshest, newest and most informative technique in presenting news via television."

DEME CD PLAN

Urges Conn. Organization

PROPOSAL that Connecticut broadcasters unite and form an association to discuss civil defense and other mutual problems has been set in motion by John Deme, president and general manager of WICH Norwich, Conn.

Mr. Deme, who submitted a 10-point communications program to the Federal Civil Defense Administration earlier this month, has urged broadcasters to "make every effort to convince your listeners that we must get a strong civilian defense program into operation before it is too late." He asked them to press the issues for a good program.

"Many of us have gone through World War II, and are acquainted with the emergency that arises," Mr. Deme noted. "However, should another war come . . . attack by the enemy on our Connecticut cities is entirely possible. Civilian defense should be the most important theme of such an association."

Early Meetings Asked

Mr. Deme suggested that plans be formulated "for an early meeting" and asked interested parties to contact him. He also urged support of "quick action" on the Administration plan (S 4217), sponsored by Sen. Brien McMahon (D-Conn.), the "most important bill before the Senate."

The WICH executive's CD plan calls for interconnection of stations, provision for auxiliary power and antenna systems, and availability of battery-operated radio sets to civilians, as well as secret monitor stations in larger cities [BROADCASTING • TELECASTING, Dec. 18].

KGAL LEBANON

New Oregon Liberty Outlet

KGAL Lebanon, Ore., took to the air Dec. 5, 59 days after the construction permit was granted by the FCC. Station operates with 1 kw fulltime on 930 kc. KGAL is affiliated with the Liberty Broadcasting System.

President of the new Oregon outlet is W. Gordon Allen, formerly associated in executive capacities with KYAK Yakima, Wash.; KSLM Salem, Ore.; and WGEZ Beloit, Wis. Chief engineer is Ed McElroy, formerly with KOCO Salem, Ore. Madeline Allen, formerly with KIT Yakima, KIRO Seattle and other stations, is program director.

WAKE To CBS

WAKE Greenville, S. C., joins CBS Jan. 1 as the network's 195th radio affiliate. WAKE operates with 250 w on 1490 kc and is owned by Piedmont Broadcasting Co. James Ayres is general manager.

front office

ROBERT A. STREET appointed network and national spot radio account executive ABC Western Division. L. B. (Bill) LARIMER appointed network and national spot TV account executive.

ROBERT SMITH, commercial department WSAZ Huntington, W. Va., to active service with Armed Forces as public relations officer.

DOUGLAS D. KAHLE appointed general manager KCSJ Pueblo, Col., replacing DALE SCOTT, resigned. Mr. Kahle is owner KOKO LaJunta, Col., and has been with several stations in Colorado.

Mr. Kahle

C. PAUL SPIDELL appointed commercial manager KRCT Baytown, Tex. Was with KAKC Tulsa.

FELIX ADAMS Jr., program director WVIM Vicksburg, Miss., to WGGH Marion, Ill., as commercial manager.

WILLARD L. DOUGHERTY, account executive WSRS Cleveland, appointed assistant sales manager.

CJCH Halifax appoints Radio Times Sales, Quebec, as representative in Montreal.

DOROTHY E. ALEY, Universal Match Co., to WIP Philadelphia sales department.

LEE F. O'CONNELL Co., station representative, moves from Los Angeles to 111 N. LaCienega Blvd., Beverly Hills, Calif. Telephone Crestview 5-2022.

PAUL MULVIHILL, Toronto, starts representative firm under his own name at Room 300, 21 King St. East, Toronto. Will represent CJCH Halifax, at Toronto. Was with National Broadcast Sales and J. L. Alexander, both Toronto representative firms.

COHN & MARKS, Washington law firm, moved last week to new offices in new Cafritz Bldg., 1625 I St., N.W.

WIBG Philadelphia appoints Radio Representatives Inc., N. Y., as national sales representative effective Jan. 1.

TERRANCE A. HAYWARD, KTSL-TV Los Angeles and CBS Hollywood, to Katz Agency, L. A.

HOWARD L. GOSSAGE, Richard Meltzer Adv. Agency, S. F., to KCBS San Francisco as sales promotion manager.

Personals . . .

VICTOR A. SHOLIS, vice president and director WHAS-AM-FM-TV, cited by Kentucky Div., American Cancer Society, for his interest in fight against cancer, mentioning specifically WHAS documentary *Time and Her Life*. . . . NORMAN H. SLOANE, ABC Western Division program operations manager, named assistant to RICHARD A. MOORE, director of network's Western Division TV operations. NORMA OLSEN, assistant program operations manager, succeeds Mr. Sloane as program operations manager.

ROYAL HOWARD, president KIKI Honolulu, appointed director of communications staff Disaster Relief Agency for Hawaii . . . WILLIAM WYLIE, ABC station relations department, received commission as aide de camp, with grade of colonel, to Gov. Lawrence W. Wetherby of Kentucky . . . ROGER RICE, national advertising manager KING Seattle, elected president of Advertising and Sales Club of Seattle for 1951. Has been first vice president . . . WESLEY I. DUMM, president KSFO-KPIX (TV) San Francisco, and Mrs. Dumm, vacationing in Hawaii, return to California Jan. 15.

Strictly Business

(Continued from page 16)

school girl. Her father, the late Michael Joseph Madden, was operating the same establishment when Falls City was founded in 1905. "Miss Lillian," as she is known to the company's 380 employes, joined Falls City in October 1915, and has been there ever since.

A third-generation Kentuckian, Miss Madden attended Ursuline Academy and business school in Louisville. Later she took special courses at the U. of Louisville and St. Helena's College. When, 35 years ago, she became secretary to the late Ben Schrader, then secretary-treasurer of Falls City, she was the company's first woman employe.

Miss Madden advanced to bookkeeper in various departments, general bookkeeper, then secretary to the president. In June 1929 she was elected assistant secretary-treasurer, and six years later she became a member of the company's board of directors. In August 1936 she was elected secretary-treasurer, a position she relinquished on her recent election to the presidency. Her appointment as advertising director came in March 1943.

Production Accelerated

There were only 50 employes at Falls City when Miss Madden went to work there. She remembers when the brewery produced only 20,000 barrels of beer annually. (In 1950, production was more than 700,000 barrels.)

A native of Louisville, Miss Madden is known as one of the most astute business women in the city. She is a member of the Louisville Women's Credit Assn. In the brewing industry, she holds memberships on the board of directors of both the Louisville Brewers' and the Kentucky State Brewers' Assns., and has played a prominent part in the U.S. Brewers' Foundation project to establish beer as a family refreshment and a beverage of moderation.

Miss Madden has a reputation for Irish wit and profound religious faith. At a recent dinner of Falls City officials, their families, and friends, who gathered to celebrate her election to the presidency, "Miss Lillian" was called on to make a speech. Instead, she led the group in prayer.

WBIW Goes Mutual

WIBW Bedford, Ind., has announced it will join MBS on Jan. 1. Station operates on 1340 kc with 250 w and has been on the air since Oct. 17, 1948. Owned by Radio Bedford Inc., WBIW's president is William C. Smith Jr.; commercial manager is Louis Gaines; supervisor of operations is James D. Baker. Other executive personnel include Harold B. Rothrock, vice president, and Carl Finger, chief engineer.

XUM

AUTO ACCOUNTS

2 Cancel as Price Cuts Set

AT LEAST two automotive advertisers have cancelled 1951 radio and television advertising plans as the result of the government's price roll back order, and the possibility of cut-backs in car production.

Other advertisers such as Plymouth and Chrysler are undecided about the continuation of their "bullet selling" plan on CBS, whereby they were to sponsor eight half-hour sustaining shows for a two-week period. N. W. Ayer & Son handles Plymouth and Chrysler is serviced by McCann-Erickson.

Two advertisers, Ford Motor Co., and Buick Motor Division of General Motors Corp., are understood to be going ahead with their radio and television plans. Ford has a schedule on more than 800 stations, while Buick will spend approximately $150,000 in a short-term schedule Jan. 14 to 20 using ABC, NBC and a spot announcement campaign in radio daytime.

Dodge Division of Chrysler Corp. has cancelled effective immediately its projected giant spot announcement campaign starting Jan. 14, in about 600 markets, through Ruthrauff & Ryan, New York.

Chevrolet Dealers, through its agency, Campbell-Ewald Co., New York, will eliminate effective Jan. 16 its sponsorship of the latter half of the Madison Square Garden events on WPIX (TV) New York, and *Famous Jury Trials* on DuMont TV Network.

On All Accounts

(Continued from page 12)

Jan Munks, have been married for the past 16½ years. They have one son Billy, 9 years old. The family lives in Manhattan, New York.

Mr. Johnson's favorite hobby, aside from golf, is sailing model boats with his son in Central Park and at Candlewood Lake where the family spends its summers.

air-casters

FAY EMERSON, TV star, and **SKITCH HENDERSON,** orchestra leader and star WNBC New York early morning show, announce marriage.

KEITH SAMPLES, graduate Northwest Broadcasting School, Portland, Ore., to KASH Eugene, Ore., as announcer-operator. **CARL KARPSTEIN,** also graduate, to KFRG Forest Grove, Ore., as announcer-operator.

GENE DAVIS and **BEN SWORTS** now conducting *WGAY-1050 Sports Circus,* Mon.-Sat., 1 p.m. on WGAY Silver Spring, Md. Mr. Davis was with WCUE Akron as sports director.

JERRY LEIGHTON, announcer WSAZ-AM-TV Huntington, W. Va., father of girl, Leslie.

JOHN CORRIGAN, disc jockey KXOK St. Louis, father of boy, Michael Anthony.

VAL LINDER, announcer-producer KEX Portland, Ore., appointed continuity acceptance director. Replaces **HAL BRATSBERG,** resigns to take position with KING-TV Seattle.

PEGGY MURDOCH replaces **PATTI MALLOY** on *A Guy, A Gal & A Song,* Mon.-Fri., 11:15-11:30 a.m. on WIND Chicago. **RAY WHEAT,** announcer WJIM Lansing, Mich., to WIND in same capacity, replacing **JACK CAREY,** who joins PBS Staff in Chicago.

HOWIE LEONARD, staff announcer-disc jockey WALE Fall River, Mass., appointed chief anouncer.

ARNOLD WILKES, TV director WSYR-TV Syracuse, N. Y., to WBAL-TV Baltimore as program director.

JAMES E. HOPKINS, new to radio, to WTIC Hartford, Conn., in continuity department.

CLIFF ST. JAMES to WTMA Charleston, S. C., as announcer and disc jockey.

OSCAR TREADWELL, disc jockey WDAS Philadelphia, elected president of Sunday concert featuring popular name bands appearing at local night spot.

LINUS J. ALLAIN, French commentator WHOB Gardner, Mass., selected to receive L'ordre Acadenique Honneur et Merite by La Societe du Bon Parler de Francais, Montreal, Quebec, Canada. Award will be made next month.

HARVEY KIRK, announcer CKBB Barrie, Ont., to announcing staff CKXL Calgary. **BUD COLLINS,** announcer CHAT Medicine Hat, to CKXL announcing staff.

ROY NEAL, TV personality WPTZ (TV) Philadelphia, presented Red Feather award in appreciation of generous publicity given on station in recent funds drive.

IVOR McLAREN, producer *Don McNeill's TV Club,* to production staff ABC-TV Chicago.

NANCY McIVER, WHFC-WEHS (FM) Chicago commentator, in California to record "color" at Rose Bowl game and parade and opening of Santa Anita race track. Will be in Washington, D. C., later in January for series of interviews with Congressional leaders and government officials, and also invited to record several embassy parties and other Capital social events.

BOSH PRITCHARD, star halfback for Philadelphia Eagles, now has own show on WPEN Philadelphia for Crosley Products, nightly, 6:30 p.m. Account handled by Weightman Agency, Phila.

News . . .

KEN MOORE, news department KXOK St. Louis, father of girl, Dianne Noel.

CHESAPEAKE AP RADIO Assn. publishing and distributing *Radio Newswriting Guide,* written and compiled by **DENNIS SARTAIN,** news editor WWDC Washington. Mr. Sartain is also president of association.

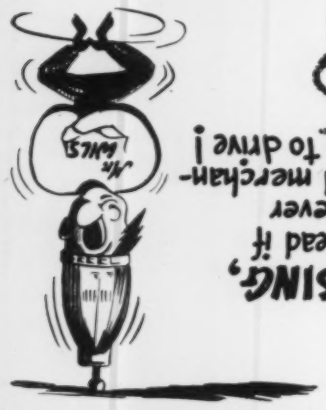
CHUCK DULANE, announcer-disc jockey WGAY Silver Spring, Md., appointed news and special events director.

JAMES S. ALDERMAN, news editor WRR Dallas, resigns to join management of local restaurant firm.

CARROLL HANSEN, sports director KCBS San Francisco, selected to handle color commentary during CBS Rose Bowl coverage New Years Day.

TOM EATON, news director WTIC Hartford, Conn., appointed chairman of public information committee of Hartford Civilian Defense Organization.

ONE HUNDRED and six employes of RCA, who in 1950 completed quarter century of service with company, have been inducted into RCA Victor 25 Year Club, making a total of 1,062 employes who have become members since club was organized in 1948.


SEE RAMBEAU
WILLS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchan-
dising service tailored to drive !

CENSUS

Cities Over 100,000 Listed For South and West

OF THE 106 cities with population of over 100,000 in the 1950 census, 31 are located in the South, the Census Bureau announced last week. In 1900 only five southern cities were in this population classification. Eight cities in that region entered the list for the first time and one, El Paso, returned in 1950 after having dropped out in the 1940 census.

In the West there are 15 cities with over 100,000 population, a gain of three from the 1940 total. Of western cities with over 50,000 population, eight were added in the 1950 census to bring the total to 29 for the area.

The number of places of 25,000 or more population has risen to 477, an increase of 65 from 1940. Most of the places which have entered this population classification are in the South and West, the Census Bureau reports.

The 29 cities of the West with 1950 population of over 50,000 were reported as follows:

City	1950 Population	1940 Population
Los Angeles	1,957,692	1,504,277
San Francisco	760,753	634,536
Seattle	462,440	368,302
Denver	412,856	322,412
Oakland	380,576	302,163
Portland, Ore.	371,011	305,394
San Diego	321,485	203,341
Long Beach	244,072	164,271
Salt Lake City	181,718	149,934
Spokane	160,484	122,001
Tacoma	142,975	109,408
Sacramento	135,761	105,958
Berkeley	113,217	85,547
Phoenix	105,442	65,414
Pasadena	104,087	81,864
Richmond, Calif.	99,218	23,642
Albuquerque	97,012	35,449
Glendale	95,398	82,582
San Jose	95,044	68,457

★

City	1950 Population	1940 Population
Fresno	90,618	60,685
Burbank	78,318	34,337
Stockton	71,660	54,714
Santa Monica	71,259	53,500
Pueblo	63,561	52,162
Alameda	63,425	36,256
San Bernardino	62,792	43,646
Ogden	56,910	43,688
Alhambra	51,284	38,935
South Gate	50,684	26,945

The 31 southern cities with 1950 population of over 100,000 were shown as follows:

City	1950	Increase Over 1900
Baltimore	940,205	431,248
Washington	802,178	523,460
Houston	594,321	549,688
New Orleans	567,257	280,153
Dallas	432,927	390,289
San Antonio	406,811	353,490
Memphis	394,012	291,692
Louisville	367,359	162,628
Atlanta	327,090	237,218
Birmingham	298,720	260,305
Fort Worth	277,047	250,359
Miami	246,983	245,302
Oklahoma City	242,450	232,413
Richmond	229,906	144,856
Jacksonville	203,404	174,975
Norfolk	188,601	141,977
Tulsa	180,584	179,196
Nashville	173,359	92,494
Charlotte	133,219	115,128
Austin	131,964	109,706
Chattanooga	130,333	100,179
El Paso	130,003	114,097
Mobile	127,151	88,682
Shreveport	125,506	109,493
Knoxville	124,183	91,546
Tampa	124,073	108,334
Baton Rouge	123,957	112,688
Wilmington	109,997	33,998
Savannah	119,689	65,445
Corpus Christi	108,053	103,350
Montgomery	105,098	74,752
Little Rock	101,387	63,080

Program Firms

(Continued from page 24)

locally. That applies to stations that are in metropolitan areas where they have TV station competition."

As to TV, Mr. Goodman thought transcription firms would have a "tough time" getting availabilities in one-station towns for one-minute spots, because of the television freeze. "We're spending a lot of money on films . . . and plan to continue," he said.

Mr. Goodman felt that advertising will be good in general unless the government levies restrictions.

C. O. Langlois, president, Lang-Worth Feature Productions anticipates a marked 30% boost in revenue during 1951, with local stations using more transcriptions. Operating expenses will drop about 10%, he feels. Using a survey as a basis, he declared:

". . . Due to the inroads of television, radio stations everywhere realize they must develop local commercial programs to offset the advertising income that will be lost to television. Station operators are unanimous in the thought that local shows of a quality to attract substantial advertisers and agencies can be produced only through the facilities of a specialized transcribed program service. Phonograph records, satisfactory for local participation programs, have been ruled wholly inadequate to satisfy the specifications of important advertisers who demand a local program that cannot be duplicated in content by anyone within easy reach of a microphone and a fistful of phonograph records . . ."

SESAC Expectations

K. A. Jadassohn, general manager, SESAC Inc., expects any sales increase to derive from "building of new business establishments such as hotels and theatres." Though freeze on construction may have "some effect" on operational expenses, he feels SESAC's revenue may remain about the same.

The company plans to expand its repertoire and transcribed library service, "barring the interruption of a national or world emergency." Paul Heinecke, SESAC president, stated that "without such a crisis, we expect a banner radio and business year."

Mr. Ullman

Mr. Goodman

A 100% increase in business revenue of Richard Ullman Inc. is foreseen by Richard Ullman, president, primarily on the strength of four programs which the firm sells. He also sees a 25% rise in operating expenses. Mr. Ullman states:

". . . Barring an all-out war, syndicated radio programs will increase in usage by advertisers materially in 1951. . . . Television will take large appropriations which will affect network advertising. . . . There are still a great many important non-TV markets which must be covered by national and regional advertisers. The syndicated radio program answers this need without duplicating TV markets."

HOLLYWOOD

George R. Jones, general sales manager, C. P. MacGregor, believes actual business for his company will increase about 12% on the theory that local advertisers in TV areas will want to reach the AM audience. Some advertisers, he points out, formerly devoted the entire budget to radio and now are splitting between the two media.

"The only way we can maintain a good radio listening audience is by still giving them good high quality programs, which is the prime factor of good transcription shows. In other areas where television has not reached markets, the local advertiser wants to be represented in his area and good radio programs featuring name personalities have helped him associate his company with well-known and proven talent," he states.

Capitol's Outlook

"Radio broadcasting has certainly never in the past been on its toes as it is today," comments Clifford E. Ogden, general manager, Capitol Records Inc. (Broadcast Division). While Mr. Ogden foresees no great change in radio's revenue or in general business conditions, he predicts about a 20% jump in Capitol's revenue, partly on the premise that operational expenses will not increase substantially.

". . . Higher taxes and certain shortages compensate in more liberal advertising expenditures by corporations and luxury item advertising," he points out. "In other words, while some present advertiser classifications may retrench, conditions will bring activity by others to offset the loss."

Gerald King, president, Standard Radio Transcription Services Inc., thinks the outlook for AM-FM broadcasting in 1951 is "very encouraging," with less uncertainty over the impact of television. Stations have set to work to "do a good job of selling and promoting broadcast advertising," he feels, adding:

"Program library services generally have had to absorb rather sharp increases in costs of materials, with no similar rise in rates, so we will have to work a little harder and garner a few more customers to try to offset our increased expenses. Count on us to be cheerful and optimistic for a productive 1951."

Television and tape duplication should provide a 30%-35% hike in the revenue of Universal Recorders, according to Will H. Voeller, firm's president, who believes the defense effort will slow down TV and give AM radio a new lift. He states:

"In the recording industry, future developments will depend on the extent of restrictions placed on aluminum, copper, and vinylite—essential items in the manufacture of records. Vinylite cutbacks would affect the production of LP records. As a result, tape duplication for broadcast and domestic use might develop much faster than is now anticipated."

Mr. Reichenbach

Mr. Voeller

Bob Reichenbach, general manager, Cheshire & Assoc., notes that, while Cheshire is a new firm in the transcription field, 80% of its gross sales come from markets having strong TV competition. He prophesies a 5% to 15% rise in revenue for the company.

"Possibly a strong competitive prod from TV sparks the AM stations into more furious action," Mr. Reichenbach observes. "Unquestionably certain accounts found TV too costly and have already returned to radio. Whatever the reason, (our firm) has enjoyed a prosperous initial year."

Next year should repeat 1950 as one of "record" volume for custom transcriptions, in the opinion of Daken K. Broadhead, president of Allied Record Mfg. Co. Noting that Allied has stepped up its pressing by some 5,000 discs a week, Mr. Broadhead contends that radio's "strong competitive reaction" to the TV surge has brought "refinements" in national and local programming depending heavily on custom transcriptions.

"Notable examples are the steady expansion of transcribed spots, increasing use by national advertisers of local ET shows and local ET cut-ins, increased foreign shipments by U. S. program packagers, and the fast-growing quality and range of transcribed library programs," he points out.

Shortages of steel and other materials during 1951 will materially affect the appliance and automotive industries to such a degree that radio will suffer in smaller markets through loss of co-op advertising, B. A. Joslin, executive vice president, Mayfair Transcription Co., believes. He predicts losses almost across the board—for radio and business in general, local billings, national network and on his company's own revenue ledger. One exception: National spot should rise, by as much as 20%.

"My opinion is that, should the Korean situation continue, radio will be off from 25% to 40% in 1951," Mr. Joslin asserts.

A status quo for radio and business prospects does not deter Walter White Jr., president, Commodore Productions & Artists Inc., from predicting a flat 50% jump in Commodore's 1951 income. He adds:

"As unfortunate as the paradox seems, business will be better if our country is involved in war. That is not an opinion or a prediction, but a statement of facts as I've observed them."

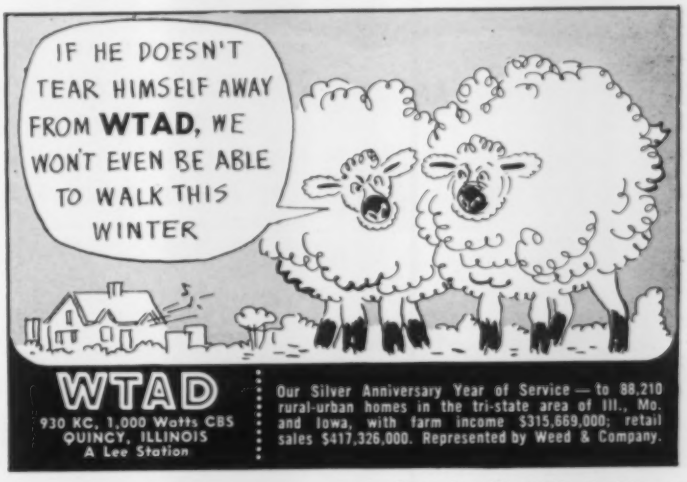
A 10% increase in the transcription business—and a 15% hike in national spot and in its own revenue—was forecast by Teleways Radio Productions Inc. Charles A. Kennedy, president, said any increase would be largely because of the national spot picture, which, however, could be complicated to some extent by merchandise shortages of the local advertisers. He states:

"As a result he may delay use of transcriptions. However, I believe the increased use of transcriptions by national advertisers will more than offset the decrease. . . ."

EAST, SOUTHWEST

Charles W. French, president

(Continued on page 55)



WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station

Our Silver Anniversary Year of Service — to 88,210 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000; retail sales $417,326,000. Represented by Weed & Company.

WKBW OFFERS

Facilities To State Dept.

WKBW Buffalo, 50-kw ABC affiliate, last Monday offered to lend its facilities to the State Dept. for rebroadcast of certain Voice of America programs which may be deemed "suitable" for domestic U. S. consumption.

The station, in a letter to the Secretary of State, offered time "on a regularly recurrent basis, in any period deemed suitable" for a digest of Voice and other programs which would serve to implement American foreign policy and familiarize WKBW listeners with the government's objectives.

The offer was made by Dr. Clinton H. Churchill, president of WKBW Inc., who said he had instructed the station's program department to contact the Voice of America in order to accomplish the plan if State Dept. found it "agreeable." Mr. Churchill pointed to a WKBW coverage area of nearly two million listeners, and added there is "considerable interest in the State Dept.'s activities regarding Iron Curtain countries."

Copies of the letter also were sent Reps. Chester C. Gorski and Anthony F. Tauriello (D-N. Y.), both of whom represent Buffalo in the House of Representatives.

EXEMPT RADIO

From Assets Sale Measure

FCC APPROVED transactions involving sale of a radio station's physical assets are specifically exempted in an anti-monopoly bill which Congress passed and sent to the White House last week.

The measure (HR 2734) would tighten loopholes in the Clayton Anti-trust Act by prohibiting corporations from acquiring other corporation assets when such action is judged to lessen competition. The bill exempts government agencies which have the authority to pass on sales of one corporation to another within their jurisdiction.

CANADIAN Admiral Corp. declared initial stock dividend of 15 cents a share, payable Dec. 29 to stockholders of record Dec. 15.

allied arts

CHARLES MICHELSON Inc., N. Y. (transcription firm), signed 6 new accounts, and announced 42% increase of new and renewal contracts over last year's same period. New stations include: WCTC New Brunswick, N. J.; WFPG Atlantic City, N. J.; KCRG Cedar Rapids, Iowa; KSYL Alexandria, La.; KWRE Warrenton, Mo., and KSET El Paso, Tex.

PAUL WHITE, head Paul White Productions, N. Y., and vice president National TV Film Council, elected vice president in charge of motion pictures Prockter Productions Inc., N. Y. (radio and TV producer).

SELVAGE & LEE, Washington (public relations), moves to new offices at 1625 I St. Telephone, Republic 4040.

GRAHAM S. MASON and **JOHN C. BELFIELD** appointed vice presidents Lewis & Gilman Inc., Philadelphia (public relations).

C. E. HOOPER INC., N. Y., announces signing of Maxon Inc., Leo Burnett Co., William Esty & Co. and Foote, Cone & Belding as subscribers to "expanded Hooperatings service."

HAROLD P. SEE, director of TV KRON-TV San Francisco, elected president local chapter Academy of Television Arts and Sciences. Other officers elected: Vice President, **HOWARD McGILL**, Zack Radio; second vice president, **EVANGELINE BAKER**, KGO-TV; treasurer, **LOU SIMON**, sales manager KPIX-TV; secretary to Academy, **MELBA FORD**, KRON-TV.

Equipment . . .

JACK M. WILLIAMS, special assistant to director of public relations, named advertising and sales promotion manager RCA Victor Home Instrument Dept.

GEORGE R. MAREK appointed director of artists and repertoire for RCA Record Dept.

JOHN P. BOKSENBOM elected vice president RCA Service Co. in charge of Consumer Products Service Division. **DONALD H. KUNSMAN** elected treasurer and controller RCA Service Co.

O. O. SCHREIBER appointed assistant to president of Philco Corp. Has been with Philco for 17 years, was assistant secretary.

AMPLIFIER Corp. of America, N. Y., announces addition of Magneribbon premium sound recording tape to its line of high fidelity magnetic tape recorders and accessories.

HENRY A. VAUGHN, superintendent of specialty and standard instruments manufacturing divisions General Electric Co., appointed manager meter and instrument division at Lynn, Mass. He replaces **HERBERT L. ROSS**, appointed manager of GE river works same city.

FRANK H. URIELL, Chicago tax attorney, appointed vice president and general counsel for Admiral Corp., Chicago.

RALPH J. ROBERTS resigns as vice president Muzak Corp., N. Y. to join Pioneer Suspender Co., Darby, Pa., as assistant to president.

SOL PREDIGER, vice president in charge of purchasing Garod-Majestic Corp., N. Y., to Tele-King Corp., N. Y., in same capacity.

PRECISION APPARATUS Co. Inc., Elmhurst, Long Island, N. Y., announces new cathode ray tube tester, model CR-30. Instrument will test all TV picture tubes, scope tubes and industrial CR tubes, including special tests for all tube elements. Model can test tubes without removing them from sets or cartons.

FREDERICK W. BRIGHT, in charge of visual aids Metropolitan Life Insurance Co., N. Y., appointed assistant sales manager Transfilm Inc., N. Y.

W. E. HENGES, assistant to president Graybar Electric Co., N. Y., appointed vice president.

Technical . . .

BILL ROBINSON, WIP Philadelphia sound engineer, now making sound films for TV.

FRANK CANDELARIO to WTMA Charleston, S. C., as studio technician.

FTC Dismisses

FEDERAL Trade Commission last week closed "without prejudice" a long-standing complaint against Procter & Gamble Co.'s alleged "deceptive advertising" of its liquid dentifrice, Teel. P&G, which discontinued in 1946 most of the advertising challenged by FTC, and which stopped all advertising of the product a year ago, told the commission it had no intention of using the challenged advertising in promoting the dentifrice or any similar preparation.

ABC HOLLYWOOD

Leasing Additional Space

CONSOLIDATION of all ABC Hollywood and KECA Hollywood radio operations will be effected in nine months with long-term leasing by the network of additional space at 1539 N. Vine St. from S & P Co., Los Angeles. Announcement was made by Frank Samuels, vice president and general manager in charge of ABC Western Division. Amount was not disclosed.

The network is now leasing three auditorium type studios at the site and acquires 58,000 square feet, according to terms of the contract, to be made into office and studio space for radio broadcasting facilities in Hollywood. Estimated $175,000 will be spent on building improvements and $150,000 in equipment. Construction is starting immediately and will involve development of 20,000 square feet for three general studios, three announcer studios, one remote studio, one emergency studio, and office quarters for network radio executives and their staffs.

Improvements also include construction of a full mazzanine floor plus completely redesigned and improved front exterior and modern master control. Property will have 200 front footage.

ABC radio personnel, now quartered in the network's Television Center, at KECA studios, Highland Ave. and in the NBC building, will move to the new location upon completion of the project. ABC West Coast television headquarters remain at the TV Center, Prospect and Talmadge Sts.

Philip G. Caldwell, ABC Western Division engineering director, supervises overall construction improvement.

CBS RENEWALS

Three Sponsors Sign 10 Shows

TOTAL of 10 CBS programs have been renewed by Lever Bros., Procter & Gamble, and Richfield Oil Corp. (New York). Renewals include:

Lever: *Lux Radio Theatre*, Monday, 9-10 p.m., and *My Friend Irma*, Monday, 10-10:30 p.m., effective Jan. 1. J. Walter Thompson Co., New York, and Foote, Cone & Belding, New York, are agencies, respectively.

Procter & Gamble Co.: Six Monday-Friday, daytime serials, *Rosemary*, 11:45 a.m.-12 noon, through Benton & Bowles; *Big Sister*, 1-1:15 p.m., through Compton Adv., New York; *Ma Perkins*, 1:15-1:30 p.m., through Dancer-Fitzgerald-Sample, New York; *Young Dr. Malone*, 1:30-1:45 p.m.; *The Guiding Light*, 1:45-2 p.m., and *Brighter Day*, 2:45-3 p.m., all through Compton.

Richfield Oil Corp.: Two CBS newscasts, *Larry Lesueur and the News*, Saturday, 6:45-7 p.m., and *Charles Collingwood and the News*, Sunday, 12:45-1 p.m., through Morey, Humm & Johstone.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Program Firms

(Continued from page 53)

and chief engineer, Trans-Radio Recordings, Boston, sees a 25% jump in his company's business revenue from tape and Microgroove recordings. The national crisis, he feels, probably will keep TV's billings to "current figures or below" and "prevent much drop in present network radio billings." National spot and local billings should show a "slight increase," he thinks.

Most business will be down 10% but the transcription and radio business will be down 25%, according to William P. Robinson, president of Robinson Recording, Philadelphia. He also expects a 25% hike in operational expenses.

In Dallas, Tex., James E. Sellers, manager and partner in Sellers Co., points out that the much-debated excess profits tax levy coupled with inflation could incline many companies to spend on advertising. He sums it up this way: "War industries will increase their business, others will show a decline. I don't think department stores or the automobile industry, for example, will do as much next year. Scare buying is fairly well over. Controls will also slow down some fields."

TORONTO, ONT.

Canadian firms look for "generally favorable" business developments, with stress on tightening of critical materials and possibly more advertising if excess profits taxes are levied.

Hal Williams, president, Dominion Broadcasting Co., feels that scarcity of materials may force the industry to use glass for 16-inch recordings and looks for smaller firms to expand. Radio's outlook is likely to remain unchanged from this year's, he adds.

Spence Caldwell, president of S. W. Caldwell Ltd., thinks business will generally remain the same, but anticipates that "fairly new business" will mushroom the company's 1951 revenue by anywhere from 100% to 300%. Any boost in operating costs will be proportionate to the general business increase, he adds.

Stuart Mackay, assistant general manager, program division of All-Canada Radio Facilities, looks for a "bigger" revenue year for radio and for his firm, partly because of demands for package programs on the regional and national basis. Next year should be "good" judging from the "experience of World War II," he adds.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

SEASON'S GREETINGS FROM WDRC

CONNECTICUT'S FIRST STATION

CBS

BBC Plans Color Tests

EXPERIMENTAL color TV tests are to be started by British Broadcasting Corp. according to Sir William Haley, director general of state-controlled monopoly. Color contracts are to be placed with three firms. Equipment orders may reach $2 million. Government plans to complete five high-power relay stations by 1954.

BONNETED Ken Ovenden, WEEI Boston announcer, grows up as a member of the station's Fifteen-Year Club. Inducting him is Harold E. Fellows, WEEI manager, at the club's seventh annual dinner meeting. Mr. Ovenden is the 19th club member. He came to the station in 1935, taking time out to serve with a civilian defense unit during World War II.

RED CONTROL

Broadcasters Weigh Effects Of SCOTUS, NLRB Actions

SPECULATION is mounting that the Communist Party and its "front" organizations may seize upon the new Supreme Court decision as a legal means for refusing to register under the subversive-control act, and thus escape that provision of the newly-enacted bill which would require them to identify sponsorship of radio and television broadcasts.

In a unanimous decision Dec. 11 the court held that any witness appearing before a grand jury may decline to answer questions relating to Communist affiliations on the ground of possible self-incrimination. The decision would not apply to alleged invasion of free speech and made no specific reference to Congressional committees.

Communist Party officers already have steadfastly refused to register under the McCarran bill, now law, for which the 81st Congress created a Subversive Activities Control Board headed by Seth Richardson.

Sponsorship Mention

While FCC rules and regulations specifically require mention of sponsorship of all radio and television programs, authorities note there is no provision which would force organizations to identify themselves as "front" or "action" groups of the Communist Party, or as "subversive" organizations so labeled by the Justice Dept. but not yet determined by law.

The problem of determining what organizations fall within this category has been delegated to the newly-created board, whose nominations must still be confirmed by the Senate. The board will act on the recommendations of the Justice Dept., which already has published a list of subversive organizations, including the Peoples Radio Foundation Inc., applicant for an FM station grant in 1945.

The board has set up machinery preparatory to holding hearings on the Communist issue, with a view to determining what organizations may be regarded as subversive. And the 82d Congress, mindful of speculation that legality of the act may yet confront the courts, has indicated it may re-examine the legislation next year and possibly revise it.

Broadcasters, more security-minded than ever in view of the international crisis, also are weighing the potential effects of a National Labor Relations Board ruling, that failure of a union to file non-Communist affidavits does not, at the time of negotiations, excuse the employer from bargaining with the union.

In its majority opinion, NLRB upheld an earlier Court of Appeals decision which stated: "We do not think an employer may take the matter into his own hands and refuse to bargain with a union because its officers have not filed . . . It is thus the board which refuses its processes to the non-complying union, not the employer."

The board ruling overruled a 1949 finding which provided that an employer had no obligation to bargain unless the union had already complied, at the time it sought to bargain, with the filing requirements of the Taft-Hartley Act.

The recent majority decision was held by NLRB Chairman Paul M. Herzog and Members John M. Houston and Paul L. Styles. A minority report, filed by James J. Reynolds Jr. and Abe Murdock declared that a union's right to exclusive recognition is a "privilege" granted by Congress, which "effectively and completely extinguished the privilege" with respect to any union whose officers have not filed non-Communist affidavits.

In a recent labor case involving a broadcaster, the labor board disallowed a protest by Seaboard Radio Broadcasting Corp., licensee of WIBG-AM-FM Philadelphia, that the American Communications Assn. Local 1 had alleged Communist affiliates which would disqualify it from participating in a board election. "The authenticity or truth of affidavits" is properly the function of the Justice Dept., the board asserted [BROADCASTING • TELECASTING, Dec. 11, 4]. ACA previously was dislodged from the CIO on the Communist issue.

Resolution Approved

Meanwhile, the Senate Judiciary Committee has approved a resolution which would authorize it to "make a continuing study of the administration, operation and enforcement" of the 1950 Internal Security Act—the so-called McCarran subversive control bill.

The resolution (S Res 366), sponsored by Sen. James O. Eastland (D-Miss.), supported by Sen. Pat McCarran (D-Nev.) and five other Senate members and reported by Sen. McCarran, singled out "the agents and dupes of the world Communist conspiracy . . . engaged in activities (including the origination and dissemination of propaganda) designed and intended to bring such protective laws into disrepute or disfavor and to hamper or prevent effective administration and enforcement. . . ."

Sen. McCarran plans to hold hearings on the Communist issue sometime early next year after the 82d Congress convenes. The resolution was introduced Nov. 30 and reported without amendment Dec. 11.

Stations

(Continued from page 26)

tions business in all its forms must survive and we must have profits in some manner to give the government to service the enormous debt we are going to have."

Edgar T. Bell, general manager of KTOK Oklahoma City, said most of the station's increase has come from new business, with 10% from old accounts increasing. "We are bullish on AM but are getting set to file for TV. We will go color at the start."

Hugh B. Terry, general manager of KLZ Denver, expects institutional advertising to appear if an excess profits tax is applied, offsetting drops in autos, appliances, housing and other items affected by credit restrictions and scarcity. National spot and local should gain, he said, but AM network likely will not increase. "Sales will be tougher, advertising more necessary," he observed.

Richard H. Mason, general manager of WPTF Raleigh, N. C., looks for "an extremely active year" and finds military installations "an increasingly important business factor" in Eastern North Carolina.

AM Holding Up

Norman Boggs, executive vice president and general manager of WMCA New York, says spot AM is holding up particularly well despite the first flush of hysteria over TV. He said 1951 should find "AM listening on independent stations constantly increasing to new heights" and cost-per-thousand listeners going even lower.

James Murray, station manager of KQV Pittsburgh, said a war would have little effect on radio in that industrial city.

Harold P. Danforth, president and general manager of WDBO-AM-FM Orlando, Fla., said the area's population has been rising for a decade and promises to attract more people due to the war scare and growth of small industries.

Craig Lawrence, executive vice president of WCOP Boston, predicts better local and national spot business will continue throughout 1951. Radio is the best summer medium in New England, he reminded, because of resort and tourist industries.

I. R. Lounsberry, president of WGR Buffalo, predicts increases "for good AM stations" despite TV's dollar and audience competition.

Mr. Shafto

Mr. Lounsberry

G. Richard Shafto, general manager of WIS-AM-FM Columbia, S. C., looks for a good radio and business year in that area, aided by a projected H-bomb plant and other defense activity.

Pierre Boucheron, general manager of WGL Fort Wayne, Ind., feels radio "should be good during 1951" whether the U. S. enters an all-out war economy or simply rearms.

Allen M. Woodall, president of WDAK Columbus, Ga., looking back on a record year, expects 1951 to be "bigger and better." Military activity is high in the area.

William B. Quarton, general manager of WMT Cedar Rapids, Iowa, contends "inflation and defense spending are bound to put dollar volume above 1949-50."

Hugh M. Smith, general manager of WCOV Montgomery, Ala., expects more all-time business records in Central Alabama due to military activity, high meat prices and possible newsprint shortage.

Cy King, general manager of WEBR Buffalo, said: "At this moment local and national spot prospects appear good."

Robert J. Burow, manager of WDAN Danville, Ill., expects employment to hold steady or perhaps increase but notes that rationing might hurt business "a little." He looks for at least a 10% increase in station business over 1950.

Ray P. Jordan, manager of WDBJ Roanoke, Va., believes "the constant growth of the Roanoke market will be continued." Industrial and farm prospects are "good," with defense activity increasing.

Grant F. Ashbacker, WKBZ Muskegon, Mich., finds industrial employment increasing so "business looks good" in 1951.

Jerome Sill, general manager of WMIL Milwaukee, expects taxes to open new sources of advertising. As a result of TV, he said, buyers of Class A time on network stations, program or spot, are now shopping for daytime on independents. Retail and industrial activity is "extremely high," he said.

Transit Profitable

Paul R. Fry, vice president of KBON-AM-FM Omaha, said local and national spot are at a record level and transit is becoming profitable. He added: "This successful two-station TV market should show no decline in general radio activity as radio, TV and transit all promote the industry together."

Bill Michaels, station manager of KABC San Antonio, a military center, finds retail sales rising but reminds that San Antonians, like the rest of the country, are concerned primarily with the international situation and only secondarily with the effect on business.

H. C. Wilder, president of WSYR Syracuse, anticipates higher factory employment and wages in case of a war economy, offsetting declines in hard goods, autos and building. Spending will be shifted to luxury items, however, and entertainment enterprises will do better, he believes, with TV and AM advertising continuing "good."

Mr. Thomas

Mr. Wilder

Chet Thomas, general manager of KXOK-AM-FM St. Louis, said advertisers are now agreeing that radio is the only truly national medium though TV has, and will continue, to make great strides. "FM is showing signs of life for home listeners," he said, "and transit radio's year will be 1951."

E. K. Hartenbower, general manager of KCMO-AM-FM Kansas City, sees "every indication" that business will continue to improve. Agriculture and livestock will continue at a high peak.

E. J. Gluck, president of WSOC Charlotte, N. C., figures national spot and local sales will be good, with sales and promotion plans "directed towards aggressive selling on all fronts."

Charles W. Balthrope, manager of KITE San Antonio, said "it will happen again," in recalling the transfusion advertising received in the last war, with high prices and tax developments.

William Newens, vice president of KOIL Omaha, believes an excess profits tax will stimulate radio buying though there will be shortages during an adjustment period. This, in turn, would bring a transition from selling to institutional copy, "resulting in rather heavy schedules."

Simon R. Goldman, vice president and manager of WJTN-AM-FM Jamestown, N. Y., predicted retailers will use more radio to increase volume and keep costs down. Local industrial firms and national spot advertisers are showing greater interest in radio, he added.

R. B. Westergaard, WNOX Knoxville, Tenn., notes increased activity in Tennessee Valley Authority and Oak Ridge projects. In case of industrial conversion to war production he predicts "advertising from certain categories could decrease with others taking up the slack."

Harry S. Hyett, manager of WEAU Eau Claire, Wis., anticipates "a conservative increase in both local and national spot," with several inquiries from farm accounts.

Anticipate Business Increase

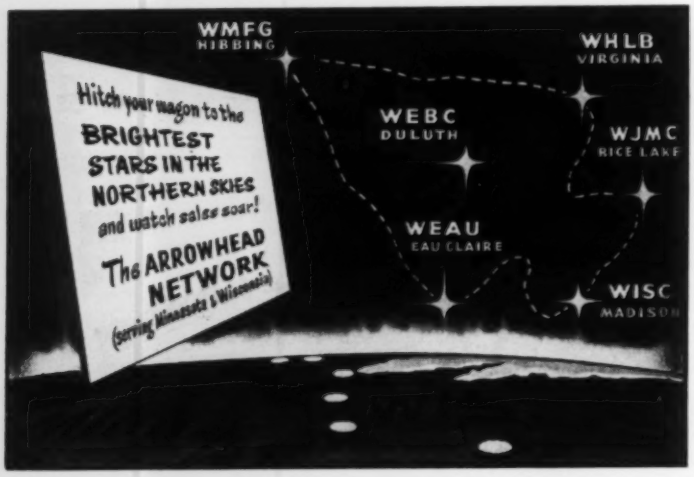
Ken Church, vice president and general manager of WIBC Indianapolis, said a local Chamber of Commerce survey showed leading firms anticipate a 6.7% business increase in 1951.

Robert R. Tincher, vice president of WNAX Yankton, S. D., expects food and drug expansion while durable goods advertising budgets decline. Production controls will permit "very little increase in TV sets-in-use" during 1951, he suggested, whereas newsprint shortages will bring more income to AM radio.

Victor C. Diehm, managing partner of WAZL Hazleton, Pa., fears rising operational costs as business rises. Local stores and such regional establishments as bakeries and breweries are buying more time, he said.

J. M. Higgins, manager of WTHI Terre Haute, Ind., looking at a 30% increase over 1949 after four years on the air, expects an additional gain in 1951 "sufficient to air more public service needs." Business runs along at a steady pace in Terre Haute, he said.

Harben Daniel, president and general manager of WSAV Savannah, Ga., contended radio "as America's No. 1 mass medium will get



NANCY McIVER
TRAVELS THE WORLD

(Formerly Nancy Grey on WTMJ—NBC)
WHFC Chicago WEHS-FM
2-2:30 Mon. thru Sat.
She entertains—and sells—and sells
Participations Available
MARSHALL PRODUCTIONS INCORPORATED
40th Floor Bankers Bldg., Chicago 3
Radio — Shows to fit your budget — TV

more than its share of the increased advertising revenues in the year ahead."

Al Johnson, manager of KOY Phoenix, finds prospects for new highs in holiday retail sales and expects dollar volume of retail sales and general business to be higher in 1951.

Marshall Rosene, general manager of WSAZ-AM-TV Huntington, W. Va., believes local and national spot for both radio and TV will continue to increase during the defense preparation period, provided there is no serious upset in the coal industry.

Charles G. Burke, general manager of KFGO Fargo, N. D., said: "With early TV experimenting now over in many markets, there is a noticeable return to the sanity of broadcasting." He predicts "increased broadcast activity."

J. Frank Jarman, vice president and general manager of WDNC-AM-FM Durham, N. C., contends merchants and dealers "will have to use more advertising to get sales back to the normal level." He sees prospects of a banner year for radio.

E. J. Paxton Jr., manager of WKYB Paducah, Ky., said: "Outlook here for all types of business is for such a volume it will be difficult to cope with."

Higher Radio Budget

Lester W. Lindow, general manager of WFDF Flint, Mich., anticipates higher radio budgets due to newsprint shortage and the tax situation. He feels 1951 "should be a very good year for both the radio business and business in general."

H. B. Hook, manager of KGLO Mason City, Iowa, said banks, brick and tile, and feed companies are planning increased use of radio, with garages and implement companies getting set to promote service departments when new units become scarce. Food, jewelry and other retailers will buy more time, though "it all depends on how good a selling job we do."

James M. LeGate, general manager of WIOD Miami, suggests "radio competition is probably one of the toughest in the nation and can get no worse." He feels the TV situation probably won't change because of wartime restrictions. "We hope to keep our operation flexible enough to meet changing conditions," he said.

Frank V. Webb, general manager of KFH-AM-FM Wichita, expects "business to continue to advance and broadcast advertising revenues for Wichita to show a substantial gain for 1951, assuming the world situation doesn't fall apart."

Walter J. Damm, vice president and general manager of radio, WTMJ Milwaukee: "Milwaukee because of its varied industries which are largely devoted to heavy machinery and allied products will not feel any negative reactions as a result of the war crisis until long after other communities. . . .

WTMJ expects some curtailment of nighttime sales but expects to see morning and afternoon business increase."

Mr. Esau

John Esau, vice president and general manager of KTUL Tulsa, said "1951 should be bigger and better so long as we sell radio—the greatest mass medium of all—and believe in it."

H. R. Krelstein, vice president of WMPS Memphis, looks at prospects of price and wage controls, raw material shortages and higher taxes as big question marks affecting general business.

Joe L. Smith Jr., president of WJLS Beckley, W. Va., said a war boom will aid the bituminous area, with radio billings reflecting such a boom. "Personally, we prefer less business," he commented.

Jerry Geehan, manager of KMO Tacoma, Wash., expects a banner year as the Northwest continues to expand, with 1951 to exceed the record gross of 1950.

1951 Keeps Pace

Gayle V. Grubb, general manager of KGO San Francisco, finds every indication that 1951 will keep pace with the increased net in 1950. "We are beginning to do the selling job we should long ago have done," he said.

John E. Fetzer, president of WKZO-AM-TV Kalamazoo, Mich., said: "We are profoundly impressed with the ability of television to make advertisers AM conscious. It is our feeling that TV may yet prove to be the greatest advance salesman for radio yet devised."

M. C. Watters, vice president of WCPO-AM-FM-TV Cincinnati, expects expansion of morning and afternoon TV, with TV billing continuing upward. "Radio in TV markets will suffer even more than it did in 1950 with the invasion of TV into radio's last stronghold, morning time," he said. "In non-TV markets radio may expect a good year."

S. Fantle Jr., president of KELO Sioux Falls, S. D., said any increase in business would come from competitive fields such as chain stores, clothing and appliance shops, along with automotive and farm machinery lines. Mr. Fantle added: "It does not seem possible, at least at this time, that we will ever return to normalcy at least within the foreseeable future."

James E. Gordon, president of WNOE New Orleans, said, "radio's position will improve and it will again render the greatest service to the public."

Bob Venn, general manager of WMIE Miami, figures 1951 will be a banner year as radio is "gradually convincing newspaper advertisers of the lower cost advantages of the medium. TV here has so far developed new revenue."

F. E. Fitzsimonds, vice president of KFYR Bismarck, N. D., suggests the high tempo of the national economy should be reflected in this farm area with spending dependent on crop conditions.

Eugene T. Flaherty, manager of KSJ Sioux City, Iowa, said livestock population is largest in history and grain production was better than expected so business generally should be good.

Rex Howell, president of KFXJ Grand Junction, Col., recalled that broadcasting "assumed its full stature as an industry of great importance during World War II." He said defense preparations will stimulate industrial development in the Rocky Mountains.

Will Enjoy Increase

G. David Gentling, general manager of KROC Rochester, Minn., said that "because Rochester is mainly a service town I expect business to enjoy an increase up to 15%."

Todd Storz, vice president and general manager of KOWH Omaha, thinks both radio and general business prospects are "extremely favorable." Radio listening is up because of the war crisis, he said, "ultimately attracting more advertisers and larger expenditures."

Walter Wagstaff, general manager of KIDO Boise, Idaho, predicts high business levels because of demand for lumber and pulp, farm products, metals, wool and livestock. Value of the dollar has increased in terms of radio circulation cost, he said.

Charles E. Denny, general manager of WERC Erie, Pa., says new customers, anxious to get their names before the public, will replace clients lost by shortages.

Bevo Whitmire, manager of WFBC Greenville, S. C., figures excess profits taxes will bring more business to the industry. As to FM, he said: "Oh, brother!"

C. B. Locke, general manager of KFDM Beaumont, Tex., thinks network business will show some improvement with perhaps little change in local and national spot.

Phil Hoffman, manager of KOB Albuquerque, is confident radio "will more than hold its own in 1951, with population and general activity constantly increasing in the Southwest." He looks for a 25% increase in national billings.

A. J. Mosby, president and manager of KGVO Missoula, Mont., concedes a clamp down on manufacturing civilian goods and change to a war economy "will hit us hard in 1951" but suggests "a possible recovery in 1952." He predicts a drop in 1951 for the first time in KGVO's history.

C. J. Lanphier, president and general manager of WFOX Milwaukee, predicts "a bigger year for AM if the AM operator carefully watches the changing times and points his sales activities accordingly. TV will not be a competitive factor for either local or national business in Milwaukee as there will probably be a constant SRO sign on the only TV outlet."

Confusion May Hurt Radio

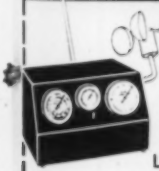
Bill Weaver, station manager of KLIF Dallas, fears present Korean confusion will hurt radio but a full-fledged war would bring an increase, especially if newsprint is short.

Daniel C. Park, general sales manager of WIRE Indianapolis, expects another good year though automotive and appliance lines may be affected. "Television has not hurt AM in this market as yet," he said, "and in some cases has helped make some advertisers more radio (AM) conscious."

Hugh Boice, general manager of WEMP Milwaukee, said the station's sales volume hit an all time high one year after return to non-network operation, in competition with four new licensees. Increasing national spot is in sight, he said,

(Continued on page 58)

windometer



WIND SPEED?
WIND DIRECTION?
TEMPERATURE?

NOW YOU CAN GIVE ACCURATE, UP-TO-THE-MINUTE LOCAL WEATHER NEWS!

Cabinet with constant-reading dials sets right on your desk. WIND VELOCITY calibrated in leading Universal Wind Tunnel for extreme accuracy. (Self-generating.) WIND DIRECTION built to aircraft standards. OUTSIDE AIR TEMPERATURE reads −40 to +120 Fahrenheit. All instruments and transmitters highest quality aircraft type with Gold-Palladium and Silver contacts. Plugs in 110 AC. Brochure on request. Complete as illustrated. $89.50

AIRCRAFT COMPONENTS, INC.
1560 Woodland Ave., Benton Harbor, Michigan

Time Buyers, NOTE!

NO TV
Stations within
60 miles of
YOUNGSTOWN, O.
Ohio's 3rd
Largest Trade Area
Buy
WFMJ
The Only ABC
Station Serving
This Market
5000
All programs duplicated on
WFMJ-FM
50,000 Watts on 105.1 Meg.
WATTS
CALL
Headley-Reed Co.,
National Representatives

Stations

(Continued from page 57)

though automotive, appliance and TV set accounts may drop.

Dale Drake, managing director of WRR Dallas, looks for a surge near the end of the tax year on the basis of an excess profits levy. Otherwise a continuing inflation would raise revenues as well as operating costs.

R. W. Welpott, assistant stations manager, WGY-WRGB (TV) Schenectady, N. Y., said business prospects for 1951 are "excellent" in that industrial area. Personal income is up with multi-shift operations and longer working hours. "Prudent advertisers will take advantage of this increased market potential and expand their advertising and publicity accordingly," he said.

Ben Ludy, general manager of WIBW Topeka: "Looks bigger than ever."

William T. Kemp, president and general manager of KVER Albuquerque, said newsprint shortage and taxes will encourage many newspaper advertisers and non-advertisers to turn to radio. "Our faith in the future of radio in general and in the West in particular is shown by our application for a new standard broadcast station at Cheyenne, Wyo.," he declared.

Patt Statement

John F. Patt, president of the G. A. Richards stations: "The step-up in war production will be accompanied by a comparatively small decrease in consumer goods production, in my opinion. Radio should benefit from higher taxes, from war manufacturers wanting to keep their trade names alive, from newsprint shortages, and from generally fair retail business."

John M. Rivers, president of WCSC Charleston, S. C., estimates radio will be good, particularly at the local level and national spot is steady and headed upward. "The weak spot is network sales and here we have men who should be thinking big things becoming prisoners of their own environment," he said. "They look at television and think everybody else only looks at television. . . . This temporary 'blind spot' will begin to disappear when logic and reason once more assert themselves in the proper appraisal of network radio."

John J. Hurley, general manager of WNEB Worcester, Mass., said payrolls are up, reflected in better local business, but government controls and return to a seller's market will change this situation.

Pill's Views

Howard E. Pill, president and general manager of WSFA Montgomery, Ala., comments on "the ridiculous numbers of stations in practically all markets," with the increasing income "cut thinner." He said local merchants have to see so many radio salesmen that some are placing their business with newspapers, usually under single ownership, because they only have to talk to one salesman.

Claude Frazier, sales director of WAGA Atlanta, said the station expects to continue increasing its volume, particularly at the retail level, by a more thorough presentation of radio and its stature as an advertising medium. Recent newspaper merger in Atlanta places radio in a stronger position, he contends.

K. K. Hackathorn, general manager of WHK Cleveland, is optimistic but concerned over the war crisis. Plants are at full capacity, he said, which is reflected in good retail business.

George D. Coleman, general manager of WGBI Scranton, Pa., predicted radio in Northeastern Pennsylvania would hold the high level of 1950. Competition for audience will increase, he said, as programming techniques improve.

H. W. Cassill, president and general manager of WEOK Poughkeepsie, N. Y., said radio "has only scratched the surface of the business available to it." He advocated constructive radio selling instead of selling on "alleged demerits of other stations."

Frank R. Smith, president of WBVP Beaver Falls, Pa., said limited retail operation may affect radio business and advised stations to adjust operations to meet the situation in the local communities.

Greg Rouleau, manager of WEDC Duluth, Minn., said development of the area's resources will be to the advantage of radio and general business conditions.

George Cranston, manager of WBAP Fort Worth, expects local, national spot and network to increase.

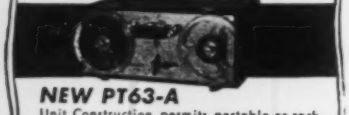
Willard Schroeder, general manager of WOOD Grand Rapids, Mich., expects the local "sellers market to continue for all goods and services." He indicated the current business pace indicates "radio will continue to compete successfully with newspapers, billboard space and TV."

Ernest C. Sanders, manager of WOC-AM-FM-TV Davenport, Iowa, declared 1951 "looks good" as industrial activity increases.

FCC Change

STATE-Local Government and Amateur Division of FCC's newly established Safety and Special Radio Services Bureau has been changed to Public Safety and Amateur Division, it was announced last week by the Commission.

KUGN
Eugene, Ore.
USES
Magnecorder
Used By More Radio Stations Than All Other Professional Tape Recorders



NEW PT63-A
Unit Construction permits portable or rack mount operation. 3 separate heads to monitor from the tape! Prevents recording errors! New 3 head unit also available to convert present PT6 Magnecorder.
WRITE
Magnecord INC.
360 N. Michigan Ave.
Chicago 1, Ill.

HADACOL'S GROWTH

Sen. LeBlanc Cites 'Tremendous' Radio Role

"TREMENDOUS" growth of Hadacol, a dietary supplement, can be traced largely to use of radio as a basic selling medium, State Sen. Dudley J. LeBlanc said Dec. 14 at at testimonial dinner given in his honor at Lafayette, La.

"If it had not been for advertising, Hadacol would not have attained the success it has in such a short period of time," Sen. LeBlanc said, noting that his corporation assets had increased to $7 million in 2½ years.

"Radio has done a tremendous job for me in that respect," he told James Gordon, WNOE New Orleans, in a statewide radio network carrying the event.

Net profit of his LeBlanc Corp. this year will be approximately $6 million on a $20 million gross, the Senator said. He hopes to gross between $75 million and $80 million next year if he can obtain enough materials, and expand his payroll from 800 to 1,500 by spring.

Sen. LeBlanc added that he had purchased $500,000 worth of toys for Christmas parties to be conducted by over 570 stations in theatres throughout the product's market area. He received a $1,500 solid gold plaque at the dinner, given by public, business and civic leaders throughout the state.

Sen. LeBlanc (l) tells Mr. Gordon and a statewide radio audience how use of spot radio for Hadacol helped build a near $20 million gross for LeBlanc Corp. during 1950.

* * *

SMILES indicate satisfaction of Worth Kramer (r), WJR Detroit vice president and general manager, and Boaz Siegel, secretary of Detroit's AFRA local, as they put their signatures to the first WJR-AFRA contract a fortnight ago.

ROSE BOWL

CBS Warns on Rights

SHARP REMINDER to Los Angeles area theatre exhibitors that CBS holds exclusive rights to the radio and television broadcast of the annual New Year's Day Pasadena Rose Bowl football game was given recently in letter sent by Howard S. Meighan, CBS vice president and chief executive officer on the West Coast.

The letter, similar to those sent in the past by the network before the event, read in part:

By agreement dated Sept. 28, 1948, between ourselves, the Pacific Coast Intercollegiate Athletic Conference and the Pasadena Tournament of Roses Assn., we were granted the exclusive radio and television rights for the Rose Bowl Game to be played Jan. 1, 1951. Under this agreement, we are not permitted to authorize or grant permission to anyone to use the television broadcast of the game in any theatre (auditorium) or other establishment for a commercial purpose or where an admission is charged. The right to make any such use of the television broadcast can be granted only by agreement with the three parties to the contract of Sept. 28, 1949, and it is not the present plan to make such a grant.

Mr. Meighan's letter stated that "legal proceedings" would be used against any individual or firm who attempted such exhibition.

WTIC Hartford recently received letter of appreciation from Suffield, Conn., board of Police Commissioners for work in locating persons sought by police. Letter cited case of boy seriously injured and station cooperation in locating injured youth's parents.

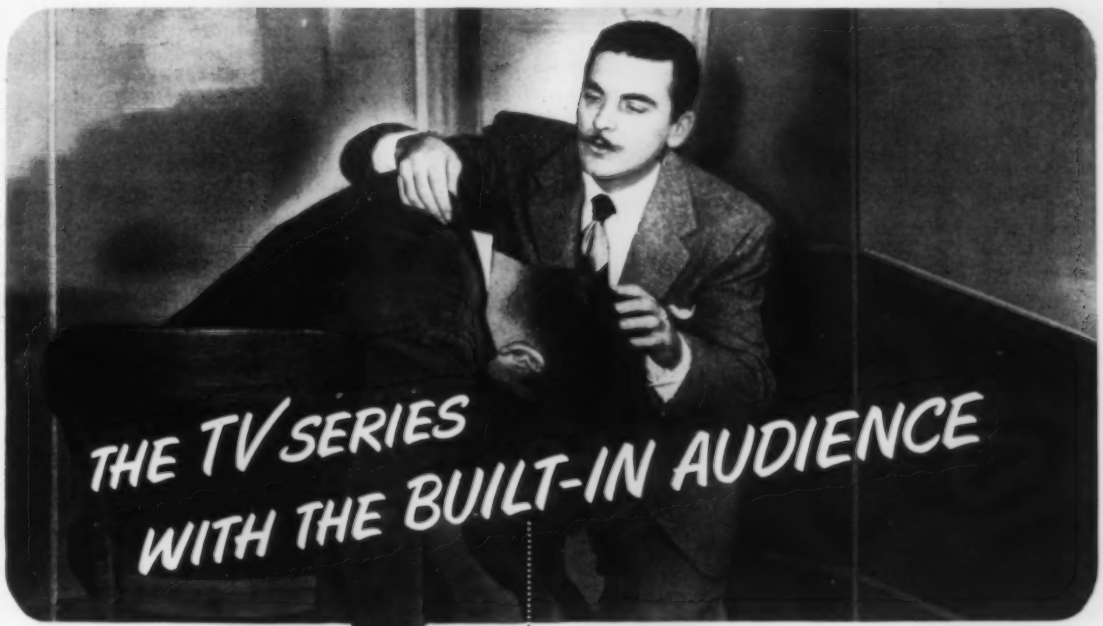
RCA INSTITUTES, INC.
One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.
Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

XUM

DECEMBER 25, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



Credit shrewd casting in bringing "Ellery Queen" into TV being. Richard Hart in the title role, is alert and forceful, extracting all the suspense qualities out of the initial script. Du Mont, rushing to the front with provocative programming may have a winner here.
TELEVISION DAILY

Too often in those TV crime dramas these days, the producers are content to allow a name star to carry too much of the acting burden. An exception last Thursday night, however, was "Ellery Queen" (Du Mont), in which Richard Hart and Florenz Ames are the weekly regulars. Outstanding among the support were Joan Westmore and Richard Purday.
VARIETY

The most notable feature of this show is that Ellery Queen is played by Richard Hart. Just recently Mr. Hart left a role in "The Happy Time", a current Broadway play to do the television series. His ability as an actor on the stage and in the movies has not failed him in television.
NEW YORK TIMES

—adapted from the best-selling detective fiction of all time

THE ADVENTURES OF ELLERY QUEEN

are now making exciting mystery fare for millions of television fans.

Sponsored by:

KAISER-FRAZER EVERY THURSDAY

at 9:00 P.M. on the

TELEVISION DUMONT NETWORK

62 STATIONS
THE NATION'S WINDOW ON THE WORLD

515 MADISON AVENUE
NEW YORK 22, N. Y.
PHONE: MURRAY HILL 8-2600

Copyright 1950, Allen B. DuMont Laboratories, Inc.

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

DECEMBER 25, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

NETWORKS

Yearend Roundup

Gross Jumps to $45 Million; Time Scarce

NETWORK TELEVISION grew so rapidly in 1950 that it almost burst out of its pants.

From a gross volume of $12 million in 1949, the four TV networks jumped to an estimated gross $45 million in 1950. But network television, like a stripling who grows faster than Dad can buy clothes, needed bigger britches desperately at year's end.

The trouble was that there were not enough stations to go around. The biggest problem an advertiser had in buying a television campaign (aside from finding the money to pay for it) was in getting availabilities.

The biggest problem a network had was persuading stations to scuttle another network's shows in order to clear time for whatever program the first network was selling.

The scarcity of outlets led to a bitter inter-network row over the allocation of AT&T network facilities. Two networks, ABC and DuMont, wanted the facilities spilt even-steven among all four. CBS and NBC held out for a system which gave them the big shares, on the grounds they had more sponsors than the other two and thus their affiliates wanted to take more programs from them than from ABC or DuMont.

Compromise Formula

The wrangle finally was settled, at least temporarily, by a complicated compromise formula that gave ABC and DuMont more nearly equal first call on the cable, and at year's end the four networks were starting operations that way [BROADCASTING • TELECASTING, Dec. 18].

The compromise settlement on the use of AT&T facilities was at best a temporary solution, however. Until the FCC opened for television station business again, the lack of enough outlets to go around would continue to plague network television.

Despite the freeze on TV stations, which had been in force for more than two years, television grew big and lusty in 1950. With 107 stations on the air in 67 cities, the four networks increased their gross billings enormously.

According to BROADCASTING • TELECASTING projections of Publishers Information Bureau figures (which are complete only through October, 1950), the gross billings for the entire year, network by network (and comparative PIB figures for 1949) were:

	1950	1949
ABC	$6,750,000	$1,391,991
CBS	12,750,000	3,446,893
DuMont	4,500,000*	955,525
NBC	21,000,000	6,500,104
Total	45,000,000	12,294,513

* DuMont 1950 total is DuMont's own estimate.

The phenomenal growth of television is even more remarkably shown in a comparison with total gross billings of all television networks in 1948. A scant two years ago all four networks billed total of about $800,000.

Except for the artifical limitations imposed by the FCC, 1950 was a year of uninhibited TV growth. But television executives feared that 1951 would bring even more severe limitations than the FCC freeze.

Television seemed almost sure to suffer from the diversion of materials and production facilities to defense purposes. Production of television receivers was bound to be reduced.

As of year's end, there were nearly 10 million TV sets in use in the 67 cities where television is available. NBC estimated there would be more than 14 million sets out by next October—but that was barring serious cutbacks in production.

It was plain that unless the war crisis unexpectedly evaporated and the nation's defense effort slackened, the growth of TV circulation would be arrested in 1951.

From the way things were going, it looked doubtful that FCC would reopen its doors for television station applications. With defense-created shortages in sight, the pace of television expansion in 1951 seems destined to slow down.

In a year-end statement, Comdr. Mortimer W. Loewi, director of the DuMont Television Network, the only network exclusively devoted to TV, said (for statements by other network presidents, see page 32):

"The DuMont Television Network, like the industry generally, hails 1950 as video's banner year. Our billings, like telecasters' generally, attained new peaks; our list of sponsors doubled and our affiliates grew till our programs were seen regularly in every section of the country.

Mr. Loewi

"With network business alone up 350% over 1949, to reach $4.5 million, our gross billings, on network and local stations combined, during the year soared 185% above last year's totals, and the network's national advertisers rose from 14 to 26.

"The network's expanded sponsor list helped to strengthen programming for both daytime and evening telecasts in 1950. Fifty-eight programs were being aired weekly by the end of November, compared with 56 in November 1949. Thirty-six and a half hours a week were served to network affiliates and 64 hours to WABD (TV) New York and the network combined.

"DuMont scored on programming, too. It secured the telecasting rights to all Notre Dame home football games for the second successive year and serviced them to 46 stations covering 44 cities. This was the largest number of cities ever linked to air a program offered by a single sponsor (National Chevrolet Dealers). Eighty-three percent of all U. S. telesets were within range of transmitters offering these broadcasts.

"Other memorable programs included the pickup of critical sessions of the United Nations when statesmen at Lake Success debated the problems of the Red Chinese in Korea. The exclusive telecast of Secretary of State Acheson's significant November speech on the Korean crisis also evoked widespread praise.

"The year also saw accelerated

(Continued on page 68)

SARNOFF

Yearend Roundup

Sees Major Defense Role for TV

TELEVISION in performance and growth during 1950 reached proportions that qualify it for major service in helping to speed the defense mobilization efforts of this nation, Brig. Gen. David Sarnoff, chairman of the board of RCA, declared in a year-end statement issued in New York today.

Gen. Sarnoff

"At this time of national emergency, America is particularly fortunate in that since the end of World War II television has been developed to the extent that 40 million Americans now comprise the television audience," said Gen. Sarnoff. "This is of tremendous importance to the country since it provides a new medium to supplement radio's vast audience in achieving fullest unity of purpose.

President's Audience

"When President Truman declared the existence of the national emergency, he was viewed by one of the largest audiences ever to see and hear a President of the United States at a single time. His audience surpassed in numbers the total population of the country in 1850.

"The great effectiveness of television for service in training air raid wardens, for Red Cross work and direct appeals, for the spreading of visual information into the home, as well as the other classifications pertaining to defense, is a new and vital factor in the interest and welfare of this nation."

Gen. Sarnoff asserted that as the year ends there are approximately 10 million television sets in the United States and 107 television stations. He said that 1950 brought to fruition years of television research, engineering and planning, with the result that "the signpost on the road of progress is marked television—in both black-and-white and color."

The year 1950 was the biggest in the history of RCA, with television accounting for approximately 75% of the gross income, declared Gen. Sarnoff. He reported that profits and dividends to stockholders were larger than ever be-

(Continued on page 69)

XUM

COURT UPHOLDS FCC

Approves Color Order, Bars Commercialism

A DECISION upholding FCC's approval of the CBS color television system but prohibiting commercial operation pending a ruling by the U. S. Supreme Court was handed down Friday by a three-judge federal court in Chicago.

The court dismissed the complaint in which RCA, NBC and RCA Victor Distributing Corp. sought to upset FCC's color decision. But it also continued its temporary restraining order against commercial use of CBS color until next April 1 or such time as the Supreme Court dissolves the restraint.

The action, on a 2-to-1 vote, a little more than five weeks after the argument, was widely interpreted as a serious blow—if not a knockout blow—against color TV for the duration of the present emergency.

The majority decision itself said one reason for extending the restraining order was the growing shortage of electronics materials and manpower.

"It is a matter of common knowledge that the situation . . . becomes more acute with each passing day, and the prospects are that it will be far worse before it is better," the majority said.

"It is hardly conceivable that either the Commission or the government would under such circumstances desire, much less insist, that the order in controversy be made effective."

Both sides are free to appeal the decision to the Supreme Court—RCA on the dismissal of its complaint, and FCC on the extension of the temporary restraining order.

Appeal Seen Certain

The certainty that an appeal would be taken, regardless of the decision, raised questions in the judges' minds as to "why we should devote the time and energy which the importance of the case merits," for they felt that the Chicago phase "is little more than a practice session where the parties prepare and test their ammunition for the big battle ahead."

Circuit Judge J. Earle Major wrote the majority opinion for himself and District Judge Philip Sullivan.

District Judge Walter LaBuy dissented, labelling FCC's color decision "precipitous" and arbitrary, and holding that its enforcement should be restrained.

"There is ample basis for the conclusion that the scientists laboring in the laboratories of the industry may soon resolve the problem of compatibility," Judge LaBuy said. "In view of the admittedly fluid state of the art, it is difficult to understand why the Commission refused to hear additional evidence and chose instead a course of action, using its own words, based on 'speculation and hope rather than on demonstrations.'"

The court refused to consider Pilot Radio Corp.'s charges that Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, put undue pressure on FCC to adopt the CBS system. Subpenas for correspondence between Sen. Johnson and the FCC and CBS were quashed.

On this score the majority noted that no participant in the suit charged that FCC was "influenced, cajoled or coerced by Sen. Johnson or anybody else." Nor was there any other charge or "even an intimation" that FCC did not act in good faith, the decision added.

Condon Report

The majority also said it had no authority to consider the so-called Condon Committee's color TV report to the Senate commerce committee, although "no doubt this report refutes numerous of the findings made by the Commission and gives a far more favorable appraisement of the RCA system than that attributed to it by the Commission."

Nor did the court give weight to RCA's protest that E. W. Chapin, head of the FCC laboratories, invented an automatic adapter useful with the CBS system and was allowed nevertheless to continue participation in the case. The opinion said:

It appears to us that the interest of the witness if it had any relevancy went to the weight or credit to be given his testimony, and that this was a matter for the determination of the Commission. In any event, it furnishes no basis for invalidating the Commission's order.

Emphasizing the limited scope of its authority in reviewing administrative agencies' actions, the judges quoted from several Supreme Court opinions, including one which said the judgment of such an agency, "if based on substantial evidence of record, and if within statutory and Constitutional limitations, is controlling even though the reviewing court might on the same record have arrived at a different conclusion."

The court did not agree with RCA that it could receive testimony from RCA as part of the trial: "We reiterate that under well-established principles our function is to hear and determine the questions before us solely on the record made before the Commission."

In the majority's view, two courses were open: (1) Dismiss the complaint, or (2) set aside FCC's decision and send the case back for further consideration in view of recent developments.

"A pursuance of the latter course," the opinion said, "assuming we have such authority, of which there may be doubt, would inevitably result in the prolongation of the controversy which badly needs the finality of decision which can be made only by the Supreme Court.

"In other words, the interests of all, we think will be better served with this controversy on its way up rather than back from whence it comes."

The majority recognized apparent "inconsistency" in its decision to dismiss the complaint and yet stay the operation of CBS color.

Conversion Cost Cited

But, the court reasoned, there are now no sets outstanding which are capable of receiving CBS color in either color or black-and-white, and to convert the estimated 9 million existing black-and-white sets to receive color in color would cost $1½ billion. Further, the court said, manufacturers would need six to eight months to get adapters and converters on the market. The opinion continued:

So it seems reasonable to conclude that if the [FCC] order was now in effect, there would be no broadcasting under the proposed standards for many months, for the simple reason that there would be no sets capable of receiving such programs.

And it does not square with common sense to think that manufacturers would rush into the business either of manufacturing adapters and converters for existing sets or manufacturing sets with built-in adapters and converters while this controversy is pending. And to maintain that the public in any considerable number would purchase adapters and converters, assuming they were available, under the existing state of doubt and uncertainty, is to cast a reflection on the intelligence of people.

To FCC's contention that the color decision should not be stayed because delay will encourage further sales of unadapted black-and-white sets, the court replied:

This argument is based on the assumption that the Supreme Court will sustain the validity of the order. It ignores a contrary possibility. Certainly this court is possessed of no such omnipotence, and we doubt if the Commission is.

Even if the order was in effect the owners of existing receivers could not within the next several months obtain the equipment which would enable them to receive the authorized broadcasts. But assume that they could and did so. Where would the public find itself in the event the order was held invalid by the Supreme Court?

The majority felt that "the public interest in this matter has been magnified far beyond its true perspective." Any merit which exists in the contention that manufacturers stand to gain financially by delay in the production of color sets, the decision held, "is completely overshadowed by what appears to be evident, that is, that the contest is mainly between two great broadcasting systems for a position of advantage in this rapidly developing field of television."

The opinion said that "perhaps the most substantial attack made upon the Commission's order is the adoption of standards which call for an incompatible system which, as admitted by all the parties including the defendants and CBS, is less desirable than a compatible

(Continued on page 66)

COLOR PROGRESS

Johnson Cites Senate Work

ALTHOUGH the war situation may preclude introduction of any color system for the foreseeable future, Chairman Edwin C. Johnson of the Senate Interstate and Foreign Commerce Committee believes that his committee's activity in TV resulted in "speeding up the timetable several years."

Participating in a forum on color TV conducted by the District of Columbia Bar Assn. over WWDC Washington Dec. 17, Sen. Johnson said he was pleased with the vast improvement made in the RCA color system, based on the most recent demonstrations. He said he felt that the color was "not quite as good as the CBS picture" but that while there is the advantage of compatibility in the RCA system, he "wouldn't say whether it was acceptable."

Stuart L. Bailey, of Jansky & Bailey, Washington consulting engineers, and last past president of the Institute of Radio Engineers, likewise stressed the improvement made in the RCA system, but added that from his observations he felt that RCA "could not meet the FCC requirements" as to minimum criteria even with its present system. The improvement in color fidelity, however, he said, was marked.

Both Sen. Johnson and Mr. Bailey agreed that color is only a part of the TV proceedings and that RCA, of course, is interested in the entire project. Mr. Bailey commented that black-and-white TV is still the "bread and butter" and that RCA probably had not asked for a re-hearing because it did not want to delay the allocation proceedings and a final decision.

They agreed also that there might be "plenty of time" in which to appraise the whole matter, in view of cut-backs in production occasioned by the national emergency. Sen. Johnson commented that some of his own constituents were very anxious to have the proceedings closed, looking toward operation of stations in Denver and the Colorado area.

Sen. Johnson made mention of

(Continued on page 72)

FILM PRODUCERS

Yearend Roundup

Upswing in 1951

FILM PRODUCERS, that mushrooming segment of a giant infant television industry, envision 1951 as another year in which uninterrupted business could increase anywhere from 10% to 300%. However, on the other side of the ledger, some firms surveyed by BROADCASTING • TELECASTING, point to those two factors:

(1) Operational costs seem destined to swing upwards.

(2) A worsening of the world crisis could complicate the outlook for these firms.

Jerry Fairbanks, president, Jerry Fairbanks, Inc., Hollywood, believes that the television film industry which has heretofore played only a minor role in the tremendous new medium development, is slated to make great strides in 1951. Film is finally being recognized as the "one sure way of achieving professional perfection in video advertising and in program presentation," he said.

"A doubling of today's output is indicated and we'll not be greatly surprised if we are producing a year from now triple the present product," he continued. Because of higher wages and material costs, Mr. Fairbanks, anticipated a slight increase in operational costs. As for general business for 1951, Mr. Fairbanks estimated it will be about the same as for 1950.

Sees Business Growth

Stephen Bosustow, president, United Productions of America, Burbank, Calif., declared television is more likely to show an increase in revenue than radio. The latter will decrease about 10%, he estimates. He anticipates an increase in revenue for his firm of about 25%, through sale of films for the Army and Navy for educational and training purposes as well as for entertainment. "The war in Korea, accompanied by the general demand for greater defense effort, will stimulate general business activity," according to Mr. Bosustow.

"Of course, we, like a lot of other people, believe that television is the big thing for 1951," said J. A. Thomas, president of Telefilm, Inc., Hollywood. "We do not expect a landslide, but we do expect a healthy growth over 1950," he continued. However, the gathering war clouds and what effect they will have on the nation's economy, make predictions too risky, he said. Mr. Thomas does anticipate an increase in radio over 1950 with about a 25% increase in his own business and an increase in operating expenses of about 15%.

"General business prospects for 1951 will be excellent, exceeded only by the prospects for TV in that year." This is the optimistic viewpoint expressed by Louis D. Snader, Snader Telescriptions Corp., Beverly Hills, Calif. Mr. Snader sees increased revenue for television amounting to 90%, with radio falling off about 10%.

Mr. Snader estimates an increase of 150% in operating expenses for the coming year. "Television will prove, with the extension of markets and the passing of time, to be the cheapest possible method of sales promotion . . . 1951 will be a big, big year for television," is Mr. Snader's forecast.

Gifford Phillips, president of the TEEVEE Co., Hollywood, in response to BROADCASTING • TELECASTING queries said:

"The big question in the radio-TV picture this year is, of course, the development of the present war crises. If the crisis worsens, or if war comes there will be general levelling off of the rapid rise in business revenue and television development, because television programs are very complicated and very expensive to develop, and production and allotment of scarce materials will prevent further expansion of the existing television market which could defray these expenses. The AM radio field will receive quite a 'shot in the arm' by such a development and will start rising rapidly, as in the last war."

Mr. Phillips anticipates about a 50% increase in revenue over last year's business for TEEVEE Co. He feels that the answer to better programming for television is the use of film—"a good film program can far surpass the most elaborate live program." He expects his increase in revenue to stem from the national sponsor turning to Hollywood for better programs. Mr. Phillips, like others

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Educational TV

NAB's petition to participate in the further educational TV hearing Jan. 15 was granted by FCC last week. NAB told the Commission it was taken by surprise by some of the testimony presented during the earlier hearing relating to reservation of VHF as well as the UHF channels specified in FCC's proposal since the educators had not mentioned this in their comments filed last August. Similar position was taken respecting educators' request for sharing of existing VHF channels in those areas where all VHF facilities already have been assigned [BROADCASTING • TELECASTING, Dec. 11, 4].

STANTON DENIES

Color Offer to Admiral

FLAT denial that CBS ever offered its color television system to Admiral Radio Corp. "at any time" was issued in Chicago early last week by CBS President Frank Stanton as Admiral President Ross Siragusa planned to make that assertion before the Investment Analysts Club there. Mr. Stanton, who received an advance copy of Mr. Siragusa's speech before it was given on Wednesday, issued the following statement Tuesday:

After reading the advance handout on Siragusa's talk, I phoned him to say that I have never made Admiral such an offer. He contended that during the spring of 1949, I had made an offer to him personally. I advised Siragusa that I was in Europe at the time he said I made the offer. Moreover, I had no conversation, meeting, or correspondence with Siragusa on any subject during 1949, and I have never made any offer to Siragusa on color television at any time. Accordingly, if Siragusa makes a statement about my offer as in the publicity handout, it is false.

Mr. Siragusa went ahead with his full speech, as planned, charging Wednesday that Mr. Stanton in May 1949 asked in a phone conversation: "Why don't you with some other manufacturers bail us out of this color development?" He said he rejected the "offer" because he "didn't believe in it (the system)". "I hope the final decision will be left to the public," he said.

After the speech, the manufacturing executive answered questions from the floor at the luncheon meeting. Reporters queried him on the portion of his statement in which he said Mr. Stanton "offered to sell Admiral its color system, lock, stock and barrel, for $3 million."

In May 1949, Mr. Siragusa said, he and "three or four other manufacturers," one of whom reportedly was Motorola, were concerned over the closed circuit color TV medical demonstrations planned for showing in Atlantic City. Because the manufacturers did not want a public "uproar" about color just as black-and-white was getting under way, they telephoned William S. Paley, CBS board chairman, to request that the demonstrations be dropped.

Mr. Siragusa said Mr. Paley referred him to Mr. Stanton. Mr. Siragusa, at that time a CBS-TV sponsor, said Mr. Stanton offered the CBS color system for $3 million, "the amount spent in 10 years of research."

Exchange of Calls

Mr. Siragusa returned Mr. Stanton's call of Monday, telling him he was still going to mention the "offer" in his speech and asking if it would be more desirable if Mr. Paley's name were mentioned instead of Mr. Stanton's. The latter said no, he reported.

In the remainder of his speech, the Admiral president said "The long term outlook for TV is sound, but the immediate future uncertain. The industry will have a poorer year in 1951 than in the record year of 1950."

He estimated Admiral's 1950 sales at approximately $230 million, TV accounting for $173 million.

"More than 25%" of the television industry will be in defense work in the immediate future, Mr. Siragusa said. He anticipates an industry production maximum of 5 million units because of shortages of materials. "Volume will be high, but conversion costs will make profits suffer," he said. He predicted a 95% TV saturation within five to 10 years.

GUESTS at CBS color television demonstration in Philadelphia a fortnight ago [BROADCASTING • TELECASTING, Dec. 18) include (l to r): Neal D. Ivey, president, Neal D. Ivey Adv.; David R. Albright, vice president and treasurer of McKee & Albright Inc.; Louis Hausman, CBS vice president in charge of advertising and sales promotion; Roy McKee, president, McKee & Albright Inc., and Edmund H. Rogers, partner in Gray & Rogers Agency.

STATION OUTLOOK

Yearend Roundup

Rapid TV Rise To Continue in '51

AMID mounting speculation that the "freeze" on new television station applications will continue—or at least that the question is now "academic" in the light of international developments—executives of the nation's 100-plus TV outlets are confident they will reap a rich harvest of additional revenue during 1951.

Almost unanimously, the 107 stations look for continuation of a trend which, for the first time this year, pushed many of them over the "break-even" level into black ink operation.

While competition isn't likely to increase in individual station markets because of the freeze, video operators are not unmindful of hard goods shortages occasioned by an emergency economy or of mounting operational expenses.

Despite these factors they feel that (1) general and radio business will be good; (2) national spot and national network, as well as local billings, will show appreciable gains; (3) operating costs will rise, probably as much as 10% or 15%.

Most of the new business, they feel, will derive from food, drug, automotive, retail store, petroleum, soap and other accounts, with utilities possibly coming into the TV picture on a larger scale. The existence of available daytime TV sponsorship also was cited by some executives as a cause for optimism, with daytime programs beginning to come into their own. Increased TV rate scales also were mentioned.

Big Increases Seen

Estimates on TV revenue boosts ranged from 15% to 50%, with possibility that the industry might even enjoy increases up to 70% or 100%. Operating expense hikes probably will hover around the 15% mark, according to executives replying to questionnaires sent out by BROADCASTING • TELECASTING.

Rosy prospects were held out for national network and spot, and local revenue. TV station executives felt national spot's expected prosperity would not arise at the expense of network billings. Latter may rise anywhere from 20% to 50%, according to comments supplied by the station operators.

Liberal revenue boosts also were anticipated from local accounts.

Typical of the comments received by BROADCASTING • TELECASTING:

Murray B. Grabhorn, vice president and manager of ABC O&O stations (WJZ-TV New York, WXYZ-TV Detroit, WENR-TV Chicago, KGO-TV San Francisco and KECA-TV Los Angeles), is convinced that business is bound to be "stimulating" after the pattern of World War II.

Mr. Grabhorn

Mr. Hayes

"Unemployment will continue to decrease, which will maintain buying power at an all-time high notwithstanding increase in taxes," he feels. Revenue boosts will be reflected more in the television industry than in general business conditions, he indicates, singling out food, drug, automotive and retail store advertisers.

Mr. Grabhorn sees an approximate 50% jump in TV revenue, with 60% and 25% rises in the local and national spot fields, respectively, which would more than offset a possible 25% increase in operational expenses.

John S. Hayes, vice president of WTOP-TV Washington, concedes that while "business is always better in Washington"—a WTOP radio-TV advertising byword—it would be impossible to appraise radio and general business prospects for the nation's capital without taking careful note of the international situation. He thinks business will be "better than better," however.

"With the continuing growth of the government in and around Washington, every indication is for a larger and growing population with an attendant increase in the purchasing power during 1951," Mr. Hayes states. "It can be expected, therefore, that retail business . . . will increase considerably . . . with an accompanying increase in concentration on the Washington market on the part of national clients as well."

Mr. Hayes is hopeful for increases in network daytime sponsorship on TV.

Mr. Streibert

Mr. Lasker

A bigger revenue year for video, with local and national spot billings on the upbeat, also is forecast by Theodore C. Streibert, president of WOR-TV New York, who envisions a "war economy with controls." He predicts that the new excess profits tax will, among other things, stimulate advertising in general.

One of the more optimistic television executives, H. P. Lasker, general manager of WLWD (TV) Dayton, Ohio, is forecasting a 100% hike in TV revenue during 1951, with upwards of 20% rises in local, and national and network spot business. Department stores and food concerns will help make this possible, he believes.

"With the entire economy working at top-speed business should be good throughout 1951," he adds.

A more conservative appraisal of TV's 1951 prospects is voiced by Wesley I. Dumm, president, KPIX (TV) and KSFO San Francisco. His own estimate of increase in KPIX's operating expenses (25%) may be reflected in a prediction placing the rise in TV revenue at 15% for the industry as a whole. Mr. Dumm feels that institutional firms, such as utilities and banks, may come in heavily to augment increased billings from department stores and food and clothing retailers.

Mr. Dumm states: "Business in the San Francisco area is being predicted in an optimistic vein for 1951 and prospects continue to be excellent. . . . As under former similar circumstances, employment steadily increases in this area . . . due to industrial changes from peacetime prosperity to meet the emergency requirements. A steady flow of population from other states continues in anticipation of such

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COLOR TV PARTS

NPA Urged To Postpone Orders

A RADIO-TV appliance industry advisory group last Wednesday called on the National Production Authority to "postpone consideration" of all orders which permit end products or component parts to be used in color TV equipment.

A three-point resolution was adopted by the Radio, Television and Household Appliance Wholesale Industry Advisory Committee and submitted to NPA Administrator William H. Harrison for his consideration.

Stressing the shortages of critical materials and skilled electronic engineers, the committee in effect sought fulfilment of equipment needs for black-and-white TV and postponement of color equipment "until such time as materials and components shall be in safe, adequate supply to meet the requirements of the present emergency."

Gen. Harrison reportedly had not studied the resolution as of Thursday, but close associates indicated he probably would not take immediate action. They felt that the NPA administrator would be inclined to table it on the grounds that color television is not in the domain of the NPA.

On the other hand, amid a report that NPA is preparing limitations on all end products using copper and aluminum for television equipment (see separate story), authorities felt that the advisory group's recommendations were merely "academic" now. NPA has issued no limitations on end products.

When broached on the television question — parts shortages for black-and-white and for color equipment in lieu of FCC's decision favoring the CBS system—Gen. Harrison previously told electronic producers that the problem must be resolved by the industry and the FCC, and not by NPA [BROADCASTING • TELECASTING, Oct. 30].

Offer Recommendations

The appliance committee presented its recommendations at a meeting held last Wednesday by the NPA's Office of Civilian Requirements, which is expected to offer its own suggestions once Gen. Harrison has studied the resolution.

The group offered the proposal as "one way" of alleviating the acute shortage of materials and skilled personnel and thus save existing metals and personnel for civilian production of tubes and other TV equipment and for military uses.

The wholesalers group reminded NPA officials that cobalt, used for alnico magnets in radio-TV speakers, already has been cut to 50% for December, and felt that monochrome TV should be permitted to use the available supply of cobalt and other metals without diversion of any material to color television.

Technical "know-how" and tubes and other parts could well be channeled to defense usage, they stressed.

In its resolution the industry committee felt that "under these emergency conditions" there is "no likelihood whatever for the usage of electronic equipment by the public for the reception of color television broadcasting." Color receivers would require use "of at least double the number of tubes" used in ordinary black and white sets, as well as the development of new types of tubes and other components, the group explained.

Mr. Simon

James H. Simon, president of Simon Distributing Corp., local

(Continued on page 66)

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . .
there are

102,000

Sets in use
in WFBM-TV's
coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

WFBM-TV

Channel
6

"First in Indiana"

telestatus

Reasons For Set Buying Studied in Survey

(Report 143)

GOOD programs rank as the number one reason why people who don't own TV sets are considering purchase of one, according to a survey completed last month for Electric League of Los Angeles Inc.,

The consumer study made by Facts Consolidated, research firm, in cooperation with Hixson & Jorgenson Inc., advertising agency servicing the ELLA account, included interviews with approximately 500 non-set owners in about 12 major areas of greater Los Angeles.

It showed that 31% of interviewees would purchase a receiver set because of the good programs now appearing on TV screens. Inexpensive entertainment at home and family considerations closely followed programming as primary arguments carrying most weight with the non-set owning public.

It revealed (1) 25% of those interviewed felt TV is good for shut-ins; (2) 24% thought TV keeps the family together; (3) 24% believe video is good for children.

Other considerations were an expectancy that credit controls would become stiffer and that prices would rise. One portion of the survey revealed that most of the non-set owners did not know prices of TV receivers had dropped in the past year. Nearly 75% of those interviewed either thought prices were higher, the same or didn't know if any change had taken place.

Further breakdowns revealed that the younger age group place a higher value on the fact that "television is cheaper than going out" than do their elders. This younger segment, particularly families with children under 15 years of age, also attach more meaning to the fact that "TV keeps the family together."

* * *

KING-TV Seattle Sets New Rates

KING-TV Seattle will put Rate Card No. 7 into effect on the first of the year, raising the basic hourly rate to $400. One minute announcements in Class A time (6:59-10:31 p.m., Mon.-Fri.; 12:59-10:31, Sat., Sun., holidays) will become $70.

In class B time (5:59-6:59 p.m., Mon.-Fri.; 10:31-11:01 p.m., daily) the new hourly rate on a one time basis is set at $300 and minute spots at $50. For Class C time the basic rate is $200 an hour and $35 for spots of one minute or less.

* * *

KPRC-TV Houston Surveys Viewers

IN the Houston television market, serviced by KPRC-TV, 65.5% of the set owners view TV every night of the week. This was among the facts gathered by the station in a survey to determine set owners program wants in the area.

Jack Harris, KPRC-TV general manager, reports that TV owners want more straight dramatic shows, mystery dramas, western dramas, full length feature films and educational features. Over 1,500 set owners responded.

It also was found that TV is viewed for three hours or more a night in 97.4% of the homes. Viewing of six hours or more per night was reported in 39.3% of the cases. TV set-owning families stay at home more, 89% of the respondents said. The reading of evening newspapers is done less now by 32% while 53% of those responding said they read magazines less. A decrease in radio listening was reported by 91%.

* * *

Sponsor Identification Surveyed by Trendex

STATISTICS on sponsor identification on network TV programs are being included in the December Trendex television report, Trendex Inc., New York, has announced.

Programs with the highest sponsor identification index during October-November, the months included in the December report, were:

Program	Correct	Wrong	Don't Know
1. Godfrey's Talent Scouts T. J. Lipton Co.	94.7	0.0	5.3
2. Toast of Town Lincoln-Mercury	90.3	0.8	8.9
3. Kraft TV Theatre Kraft Food Co.	87.2	0.7	12.1
4. Lux Video Theatre Lever Bros.	86.5	2.0	11.5
5. Star Theatre Texas Co.	86.4	2.1	11.5

Weekly Television Summary—December 25, 1950, TELECASTING Survey

City	Out'ets On Air	Sets in Area
Albuquerque	KOB-TV	5,700
Ames	WOI-TV	30,198
Atlanta	WAGA-TV, WSB-TV	67,800
Baltimore	WAAM, WBAL-TV, WMAR-TV	252,226
Binghamton	WNBF-TV	27,154
Birmingham	WAFM-TV, WBRC-TV	27,500
Bloomington	WTTV	12,200
Boston	WBZ-TV, WNAC-TV	609,388
Buffalo	WBEN-TV	160,180
Charlotte	WBTV	43,504
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	737,407
Cincinnati	WCPO-TV, WKRC-TV, WLWT	223,000
Cleveland	WEWS, WNBK, WXEL	372,213
Columbus	WBNS-TV, WLWC, WTVN	122,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	91,877
Davenport	WOC-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	146,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	376,706
Erie	WICU	42,576
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	91,877
Grand Rapids	WLAV-TV	97,166
Greensboro	WFMY-TV	35,901
Houston	KPRC-TV	55,054
Huntington-Charleston	WSAZ-TV	30,000
Indianapolis	WFBM-TV	102,000
Jacksonville	WMBR-TV	22,000
Johnstown	WJAC-TV	54,472
Kalamazoo-Battle Creek	WKZO-TV	95,860
Kansas City	WDAF-TV	83,450
Lancaster	WGAL-TV	71,951
Lansing	WJIM-TV	32,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	831,232
Louisville	WAVE-TV, WHAS-TV	65,758
Memphis	WMCT	64,424
Miami	WTVJ	45,000
Milwaukee	WTMJ-TV	189,500
Minn.-St. Paul	KSTP-TV, WTCN-TV	188,100
Nashville	WSM-TV	16,727
New Haven	WNHC-TV	114,700
New Orleans	WDSU-TV	43,593
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,875,000
Newark	WATV Inc. in N. Y. Estimate	
Norfolk	WTAR-TV	44,545
Oklahoma City	WKY-TV	61,745
Omaha	KMTV, WOW-TV	53,580
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	725,000
Phoenix	KPHO-TV	22,900
Pittsburgh	WDTV	180,000
Providence	WJAR-TV	100,338
Richmond	WTVR	51,710
Rochester	WHAM-TV	61,117
Rock Island	WHBF-TV	32,199
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	33,950
San Antonio	KEYL, WOAI-TV	35,853
San Diego	KFMB-TV	69,500
San Francisco	KGO-TV, KPIX, KRON-TV	127,069
Schenectady	WRGB	125,000
Albany-Troy		
Seattle	KING-TV	55,600
St. Louis	KSD-TV	221,500
Syracuse	WHEN, WSYR-TV	88,116
Toledo	WSPD-TV	60,000
Tulsa	KOTV	48,150
Utica-Rome	WKTV	30,200
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	205,835
Wilmington	WDEL-TV	53,466

Total Markets on Air 63 Stations on Air 107

Estimated Total Sets in Use 9,822,000

Editor's Note: Totals for each market represent estimated sets within televiewing area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

Not the Board of Directors

—but WMAR-TV cameramen dressed for an evening show

There's something bright and new doing all the time. Just added for your viewing pleasure are:

★ "Dinner at the Sheraton Belvedere" (pictured above) Fashions on Parade, notabilities on view . . . Wednesday 7:00 P.M.

★ Saturday Afternoon Sports Series featuring Army and Navy basketball and special sports events . . . Saturdays 2:15 P.M.

★ The First 100 Years, television's first adult daytime serial drama starring Jimmy Lydon . . . Monday thru Friday 2:30 P.M.

★ Marvin Ellin's "Block Party", a new and interesting studio quiz with giveaway prizes for hundreds . . . Thursday's 1:00 P.M.

★ Luncheon With the Ladies. Brent Gunts in a madcap whirl of talent and games... Wednesday's 1:00 P.M.

WMAR wishes to take this opportunity to extend Christmas Greetings and best wishes for the New Year to all its many friends.

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Color TV Parts

(Continued from page 63)

wholesaler of electrical products, is vice chairman of the advisory group. He was also named as civilian chairman of a task group to formulate policies of the committee.

Mr. Simon heads a company which handles such products as Motorola television and radio, General Electric traffic appliances, Hotpoint items, and other lines. Group plans to hold its next meeting in Chicago Jan. 9.

The task force will make recommendations to NPA on problems relating to (1) equitable distribution of scarce appliances; (2) provision for furnishing appliances to "disaster" areas; (3) "immediate stop" on production of color TV equipment.

The committee expressed concern over possibility that manufacturers might tend to concentrate future output in high-priced lines, thus eliminating low-cost appliances. Electrical manufacturers are already simplifying designs and developing substitute materials, as well as cutting down on use of scarce copper and aluminum, NPA said. Text of committee's resolution:

WHEREAS, the President has declared a national emergency for the purpose of mobilizing production and manpower as a major objective in the defense effort, and, WHEREAS electronic devices constitute critical and vital component parts in most military equipment calling for the utmost efforts and time of expert electronic engineers, whereby design and production development becomes a prime essential immediately for the early commencement of the manufacturer of military electronic devices, and

WHEREAS, such expert scientific and engineering manpower is already in scarce supply, together with adequate laboratory facilities, testing, equipment and personnel, and

WHEREAS the facilities of the electronic manufacturing industry will be required at a rapidly increasing rate to fulfill the urgent need of production for the maintaining of balanced output with military equipment, using such electronic devices, it is recommended that since there is, under these emergency conditions no likelihood whatever for the usage of electronic equipment by the public for the reception of color television broadcasting, and since components and vital raw materials, both of present types and others that will have to be developed, are in serious short supply and, further, since color television receivers will require the use of at least double the number of tubes than used in ordinary black-and-white television sets, as well as probable development of new types of tubes and other components calling for the absorption of seriously vital raw materials, that all consideration of production of components or devices intended for the receiving equipment to be used for color television reception be postponed until such time as materials and components shall be in safe, adequate supply to meet the requirements of the present emergency.

nothing but smiles under our umbrella!

NOW – 92,972 SETS

WLAV-TV

CHANNEL 7 – GRAND RAPIDS

LIVE – INTERCONNECTED

Represented by John Pearson

Court Upholds FCC

(Continued from page 61)

system."

The opinion also held:

While the findings of the Commission are severely criticized, it is not contended in the main that they are not supported by substantial evidence. It is pertinently pointed out, however, that a number of critical findings are based upon evidence which was taken in the earlier stage of the proceeding which is not representative of the situation as it existed at the time the findings were adopted.

Admittedly, much progress was made during the latter portion of the hearings, and, as claimed, after the hearings closed, in the development of a compatible system of color television. Particularly was such progress made by RCA, and as we view the situation the most plausible contention made by plaintiffs is that the Commission abused its discretion in refusing to extend the effective date of its order so that it might further consider the situation, and particularly the improvement which it is claimed had been made by RCA and others.

On the merits of the case, however . . . much of plaintiff's argument—in fact a major portion of it—is predicated upon matters outside the record made before the Commission, and without going into too much detail we think it relevant to refer to some of such matters.

While many affidavits offered by the plaintiffs as well as the intervening plaintiffs are proper, no doubt, to show damage in support of their asserted right to an injunction, many of them go far beyond this purpose and contain a recitation of alleged facts directly in conflict with the findings made by the Commission.

Typical of such affidavits is that of Dr. C. B. Jolliffe, executive vice president in charge of the RCA Labs. His affidavit, in addition to showing damages which will be sustained by RCA as a result of the order, goes extensively into the alleged merits of the RCA system, the alleged demerits of the CBS system, and the alleged errors committed by the Commission. . . . And much of plaintiff's argument is predicated upon matters brought before the court in this fashion.

In our view, such asserted facts are not properly before the court. A consideration of such matters would in affect amount to a trial de novo, which we are without power to grant. Thus, much of plaintiff's argument, predicated upon such immaterial matter, appealing as it is, must be discarded.

Both the majority and Judge LaBuy cited Comr. George E. Sterling's dissent from FCC's final decision, in which he noted manufacturers' problems of production, procurement, and manpower as well as fast-breaking developments in the TV field. Judge LaBuy also quoted from Comr. Frieda B. Hennock's dissent in which she proposed to defer final decision until June 30, 1951.

He pointed out that RCA asked FCC on Oct. 4 to review RCA's progress before issuing a final decision, and noted that FCC replied that delay "would not be conducive to the orderly and expeditious dispatch of the Commission's business." But, Judge LaBuy argued, "the Commission recognized and the record before the Commission is replete with evidence that rapid strides are being made toward the perfection of a fully compatible system. . . ."

He continued:

. . . If hope and speculation may lawfully be substituted for evidence as a foundation for an important part of its decision, it was an abuse of discretion not to have indulged this speculation and hope in the public interest.

The Commission chose a speedy determination on an issue of great public interest in preference to the more patient consideration which the magnitude of the question warranted. To prohibit the broadcast of color in completely compatible systems, whether it is RCA or any other fully compatible system, is a bar to competition between compatible and incompatible color and is unreasonable and arbitrary.

It is my opinion the Commission's precipitous action in entering the order, the impact of which will require owners of television sets to install equipment at a cost of many hundreds of millions of dollars, and its refusal to hear additional evidence clearly indicates an abuse of discretion and constituted action which was arbitrary and capricious.

TWA SIGNS

Sets NBC Series Contract

FIRST major airline to adopt network radio as a primary medium is Trans World Airline, which will sponsor the new Cary Grant comedy series *Mr. Blandings* on NBC. Series will start Jan. 21, 5:30-6 p.m.

Series is based on novel, *Mr. Blandings Builds His Dream House*. It is understood the TWA series carries a half-million dollar budget. Mrs. Grant (Betsy Drake) will take part. Agency is BBDO, New York.

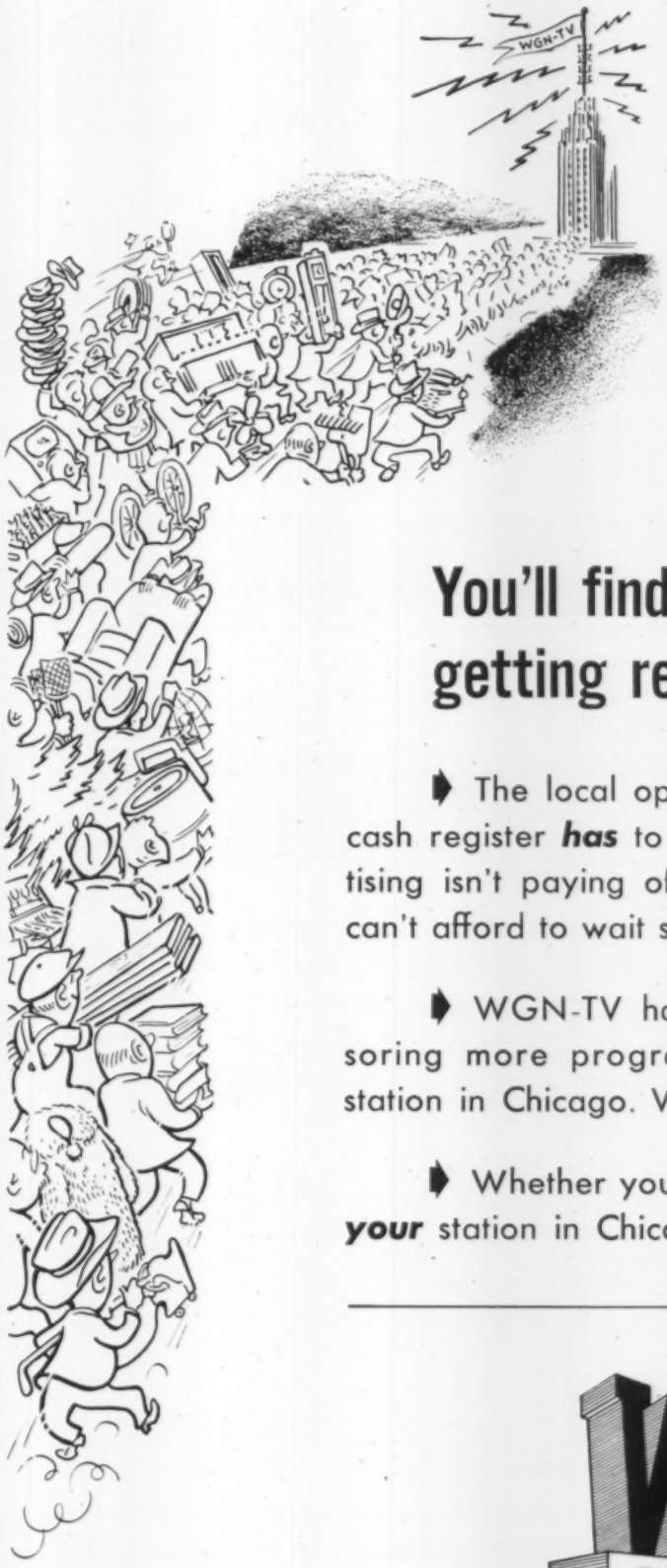
Radio-TV Signals

(Continued from page 20)

by Marx Leva, Office of the Secretary of Defense, would impose a maximum $10,000 fine or five years imprisonment on any individual who "knowingly" uses transmitting devices in violation of U. S. security. A $50,000 fine could be levied on corporations found guilty.

The bill, which would amend the U. S. Code to impose such penalties, also would empower the President to compensate the owners of equipment which transmit "electromagnetic radiation" or radio waves. If the owner were unwilling to settle for an amount set by the President, he would be paid 75% of the sum and be entitled to sue the government in the Court of Claims, or in a district court, within three years after the amount of compensation had been determined.

The Defense Dept., in submitting the draft, said that the bill had been coordinated among departments and boards in accordance with procedures proscribed by the Secretary of Defense.



LOOK FOR THE STATION WITH THE MOST LOCAL RETAIL ACCOUNTS

You'll find the station that's getting results . . .

The local operator ***has*** to get results . . . his cash register ***has*** to ring the next day or his advertising isn't paying off. Unlike the big advertiser, he can't afford to wait six months or six days for results.

WGN-TV has more local advertisers sponsoring more programs than any other television station in Chicago. WGN-TV ***gets*** results.

Whether you're big or small . . . WGN-TV is ***your*** station in Chicago.

DUMONT

WGN-TV

CHANNEL 9 · CHICAGO

The Chicago Tribune Television Station

Networks

(Continued from page 60)

activity in DuMont's station relations and the number of affiliated stations increased from 50 to 62. Added to the web were WOI-TV Ames, Iowa; WKZO-TV Kalamazoo, Mich.; WDAF-TV Kansas City. Mo.: WJIM-TV Lansing, Mich.; WTAR-TV Norfolk, Va.; WOW-TV Omaha, Neb.; WJAR-TV Providence, R. I.; WKTV (TV) Utica, N. Y.; WSM-TV Nashville, Tenn.: WTTV (TV) Bloomington, Ind.; KEYL-TV San Antonio, Tex., and WHBF-TV Rock Island, Ill.

"Forty-six affiliates are now connected by coaxial cable or microwave relay. Sixteen affiliates, serving 17 cities, are non-interconnected and are serviced by DuMont Teletranscriptions.

"The Teletranscription department, incidentally, played an increasingly important role in network operations during 1950, especially in those areas served by non-interconnected stations. The department processed and recorded 1,035 programs on film, representing 11,750 showings over DuMont-affiliated outlets. Utilizing 15 to 20 million feet of film, it completed more film than the entire annual feature film output of Hollywood's major studios combined. These films were re-telecast weekly by DuMont affiliates in as many as 45 cities.

Pioneering Tradition

"During 1950 DuMont maintained its tradition of pioneering. The debut of its closed circuit telecasting system, for example, marked a new use for the medium. Both press and industrial leaders hailed it as an important new business tool. The system permits a corporation to hold national sales, stockholders or other business meetings without participants having to journey to one central meeting place. Television carries the entire proceedings to local gatherings in cities hundreds of miles apart, all in complete privacy.

"In cooperation with Baltimore affiliate WAAM, the network during the winter made its facilities available for the first televised medical consultation in history. This was conducted as a part of our weekly program, *Johns Hopkins Science Review*. It presented surgeons, each in a different city, who, utilizing television, examined a patient under X-ray and compared ideas on his problems while viewers in six cities looked on the X-rays and followed the physician's discussion.

"All these elements of progress leave telecasters optimistic at this year's end, but alert to the many critical problems that they face. Some of these problems are peculiar to the industry, some arise from the national emergency.

"Twenty-three million families and a good 40% of the geographical area of the United States are outside the present range of TV broadcasting. In spite of that fact, we have reached the end of station construction with only 107 transmitters in 64 cities on the air—yet the FCC-imposed freeze, now 26 months old, continues and the date of its lifting is as uncertain today as it was a year ago. But the FCC itself, distracted for more than a year by the color controversy, now has taken time out to ponder proposals of a hastily-organized committee of educators. Meanwhile, its urgently needed decision as to where television will find space in the spectrum, subjected to a new delay, is stymied and, meanwhile, more than 300 would-be station builders are denied the opportunity to serve their communities. It is doubtful if any new stations will go on the air during 1951; and it would be a rash man, indeed, who would predict when any of the 100 metropolitan areas now without TV will have a chance to enjoy it—what with war demands for raw material probably precluding construction.

SPONSORSHIP details for *Ford Time* on KRON-TV San Francisco are worked out by (l to r) Alvino Rey, star of the show; Jack Hasty, TV supervisor of J. Walter Thompson Co., San Francisco; Earle C. Dahlem, president, Ford Dealers Advertising Assn. Inc., Richmond district, San Francisco, and Victor Armstrong, Ford account executive at J. Walter Thompson.

Cites Set Sales

"Ten million families now own television sets (as compared to 3,950,000 a year ago) and during 1950 they bought them at a rate that made our industry the most dynamic in our economy. From September to November they kept manufacturers turning out receivers at the rate of 200,000 a month. Then a series of moves by various federal government agencies fell upon manufacturers—and receiver sales dropped more than 50%.

"First, the FCC authorized a non-compatible color system, and the action caused thousands to fear that sets they might buy now would be obsolete within a few months. Soon thereafter, Congress imposed a 10% federal excise tax on receivers and the Federal Reserve Board, as part of its program to check inflation, further limited sales by requiring a 25% down payment on set purchases and by reducing the financing period to 15 months.

"In this manner our expansion has been brought to a stop and the rapid growth of TV circulation checked. And at the moment an excess profits tax is on its way through Congress.

"If it becomes law with retroactive provisions now proposed, its enactment will wipe out entirely the financial gains that the industry made this year, because the levy will render it impossible for telecasters—networks and station owners alike — to retrieve from future profits the investments that they made during the last three or four years to get video started.

"Grave as these problems are, perhaps there isn't much that we can do about them in a war economy.

Other Problems

"But there is another set of problems that we can do something about — because they are mostly industry-spawned.

"In 1949 I spoke at Ohio State U.'s Institute for Education by Radio. I observed that even then signs were appearing which indicated a certain looseness in thinking in television programming which, if followed, could easily lead to almost certain economic disaster. Particularly I called attention to the fact that television was being regarded too much as an entertainment medium; was expected, further, to begin at the same high level as Broadway and Hollywood had reached after many decades of development. As radio struggled into existence the public accepted the $25 a week Jack Bennys and Bob Hopes—but now at the turn of a dial it can see the top "names" of show business, night after night, week after week, in extravaganzas that cost $50,000; $70,000; $100,000 — more than it cost to mount an elaborate Broadway production 10 years ago.

"With what result?

"Viewers generally are sated and unimpressed.

"The more acute inquire despairingly—and properly, too, I think—Is this all that we can expect of such a promising medium?

"More important, major advertising agency executives and their sponsors are proving by word and deed the danger that lies in this extravaganza psychology; are offering all the proof that we telecasters should need that it could easily lead to disaster. Agency men note that they can buy a coast-to-coast AM radio network of 160 stations for the price of a 60 city TV hookup, and they warn that the medium is being priced right out of reach of their clients. Manufacturers who are footing the medium's bills at the same time are asking 'Can't we get our sales messages to the public at a lesser cost?' and their answer is written into cancellation after cancellation. Yet TV costs are still rising—all across the board, and rates with them.

Educational Potential

"Television, we telecasters must realize, is more than high-rated, high-priced comedians. It is up to us to make it 'the window of the world' that we call it, the great instrument for education and enlightenment that we recognize it can become.

"In DuMont this year we have demonstrated that education can be interesting as well as informative. Educators and showmen alike repeatedly cite our weekly program, *Johns Hopkins Science Review*, as an indication of what can be done in this field. So, too, our use of critical United Nations sessions as 'live,' integrated parts of daily news shows illustrates how television can be utilized to give immediacy and urgency to significant events.

"Through 1951, we must do more of this kind of useful programming. I do not mean to suggest at all that we shall forego entertainment but I am sure that during the next 12 months we must program not alone so that we can demonstrate the capacity of our medium to be more than a parlor movie but so that we can sell competitively, too, so that we can meet the tremendous rate cuts that radio is about to make.

Chance to Serve

"In addition, during 1951, television will have its first opportunity to serve this country in a great national emergency, perhaps even a war. President Truman and the heads of all governmental departments recently made clear that they would call upon it to carry a substantial burden.

"I am sure that telecasters, rising to the opportunity to utilize its gifts of sight and sound, will quickly demonstrate television to be the greatest communication medium since the printing press and one of the most effective weapons in the arsenal of democracy."

Sarnoff

(Continued from page 60)

ore and employment increased ubstantially.

"Vision and planning, plus conidence in the service that televiion could render, enabled RCA to aintain leadership in television," ontinued Gen. Sarnoff. "No other rganization has contributed as uch to the creation or more to the dvancement of the new science nd art as a service to the Amerian people and an important tool r industry."

Regarding dividends to RCA tockholders, he reported that, with ayment of those declared, the otal disbursed by RCA during 950 amounts to $23,938,800, conisting of $3,152,800 on the prerred stock, and $20,786,000 on e common stock.

Gen. Sarnoff listed major chievements in 1950, as follows:

Development of the RCA tri-olor television picture tube, an ssential element of any practical olor television system.

Improvement and simplification f the RCA compatible all-elecronic color television system.

Extension of television network rogram service to Florida and estward to Nebraska.

Development by RCA laboraories of the electronic analogue omputer, which shows great promse in contributing to the nation's ir power by speeding up the deign of guided missiles and airanes.

The enthusiastic public acceptnce of the RCA-Victor "45" Victola phonographs, high-quality inyl plastic disks, and the quickst record changer ever devised; lso extension of RCA Victor's ecord catalog to include improved ng playing 33⅓ RPM wide tonal ange recordings.

Empire State Project

Erection of 200-ft. multiple antnna designed by RCA, atop the mpire State Bldg., New York, nabling five television stations to erate simultaneously from one cation. It simplifies the directive tting of home antennas, thereby nproving reception in the metrolitan area.

Describing the expansion of anufacturing facilities in 1950, en. Sarnoff said:

"Construction of two new RCA anufacturing plants at Marion, d., was begun in October 1950, e for the production of luminesnt powder for phosphors used in levision picture tubes. This plant, addition to a similar unit at ncaster, Pa., will augment the oduction requirements of phosors for RCA needs and those of e industry.

"The other factory at Marion, ll produce components for reiving tubes to aid production in A plants at Cincinnati and Inapolis. Both the new Marion plants are scheduled to be completed in the summer of 1951.

"During the year a modern plant was purchased at Harrison, N. J., providing additional space for developmental work and expanded production of television tubes.

"In September a plant was purchased at Cincinnati and will be devoted to the production of miniature receiving tubes for radio and television and help to alleviate the industry's shortage of such tubes. It is scheduled to begin operations in the middle of 1951."

Color television in 1950 "was a revelation and a provocation," declared Gen. Sarnoff. "As a rainbow arches across the sky after a storm, so television in color broke through one of the greatest tempests of controversy and conflicting opinions.

"As creator and leading proponent of a compatible all-electronic color television system, RCA fought to assure its development and approval over the outmoded incompatible mechanical scanning apparatus.

"The FCC closed its public hearings in May, and in October adopted an incompatible system as the standard for commercial color television despite the fact that eminent scientists and virtually all of the radio-television industry warned against such a move. The Commission set Nov. 20 as the date when commercial operations were to begin.

Chicago Court Case

"Acting in the public interest, RCA carried the case to court and on Nov. 16 the United States District Court in Chicago issued a temporary restraining order which deferred the establishment of commercial color television until further order of the court. RCA maintained that the outlawing of its compatible electronic system was indefensible and contrary to the public interest. It pointed out that the FCC order was arbitrary and capricious and unsupported by substantial evidence; that it would bring irreparable injury to the television industry and to the public."

Gen. Sarnoff recalled that eight major improvements in the development of the RCA compatible color television system were featured in a series of progress demonstrations in December before leaders of the radio-television industry and representatives of the press in Washington. He said the improvements were widely acclaimed.

Discussing progress of radio broadcasting, he said that with more than 2,000 broadcasting stations serving 85 million radio sets, radio continues as a powerful industrial and social force, possessing a nation-wide and world-wide range that television has yet to achieve.

"New discoveries in electronics have been applied to radio as well as to television," he pointed out. "Radio sets for home and automobile have been improved and made more attractive through increased efficiency, styling and compactness. There are portable radios today no bigger than the average book, and amazing in performance. They weigh less than four pounds and, in their stylish plastic cases, they have provided a new upswing for those instruments known as 'personal' radios."

Gen. Sarnoff declared that RCA, "founded upon the bedrock of science and upon service to the nation and its people, continually plans for the future." He said that in all of its operations the corporation is mindful of its responsibility to stockholders and employes, to the public and to industry.

Describing RCA Laboratories at Princeton, N. J., as one of the world's greatest centers of research in radio, television and electronics, he commented: "From there have come many of the major advances in the art, including the latest triumph—the tri-color television tube. Such research gives solidarity to RCA's future growth."

Gen. Sarnoff said that because of the uncertainties of the international situation and the great importance of having America fully prepared for any emergency, the radio and television industry, like other industries, is faced in 1951 with restrictions on normal expansion. He concluded:

"RCA has pledged to the President of the United States its fullest cooperation in the national effort to resist aggression and to help preserve world peace. RCA is 'at the ready' with all of its resources, facilities and manpower to do its part in helping the nation to emerge from the crisis into a new era of peace and prosperity."

D. C. BASKETBALL

Gunther Buys on WMAL-TV

GUNTHER Brewing Co., Baltimore, Md., has concluded negotiations with WMAL-TV Washington for video coverage of a portion of the remaining home contests of the Washington Caps basketball games. The contract covers rights to telecasts of the second half of Caps' Wednesday home games. Gunthers reportedly turned down a similar arrangement for Saturday night games.

The Caps, who reportedly have been losing about $3,000 per week and who are marooned in last place in the NBA's eastern division, had prohibited basketball telecasts last year after permitting them in 1948. It was reported unofficially that club management, embarking on a long-range policy of making Washington basketball-conscious, had decided to reinstate television as a first step.

Chesebrough Sponsors

CHESEBROUGH Mfg. Co., (Vaseline Hair Tonic) will sponsor a quarter-hour segment of the *Kate Smith Show*, starting Jan. 8 on NBC-TV for 52 weeks. The quarter hour will be on Monday, 4:30-45 p.m. Agency is McCann-Erickson, New York.

KPIX, San Francisco's Pioneer Television Station, celebrates its second anniversary this week. The two years since KPIX introduced TV to the Bay Area have moved as rapidly in pace as in progress. Under the able guidance of Northern California's first men of television—Wesley I. Dumm and Philip G. Lasky, they have been two years of continual expansion and improvement in facilities, personnel, operating techniques and programming. Two years in which television has been developed from a magic word to an integral part of the community's life.

When KPIX took to the air in December, 1948, there were 3500 sets in the Bay Area. Programming ran six days a week, with 17 hours of telecasting.

Today, KPIX has a 7-day-week schedule, sending out 65 hours of programming to over 120,000 television homes.

These notable increases have meant an impressive list of television firsts and programming events for KPIX. The pioneer station's contributions to San Francisco television were recognized within the industry last year, when KPIX received the Academy of TV Arts and Sciences top award for outstanding station achievement.

KPIX's ever-increasing hours of programming include the top offerings of the CBS and Dumont networks, in addition to approximately 30 hours a week of local productions. Sports also rate high, and include the recent UC football games and the forthcoming Rose Bowl game and parade via micro wave.

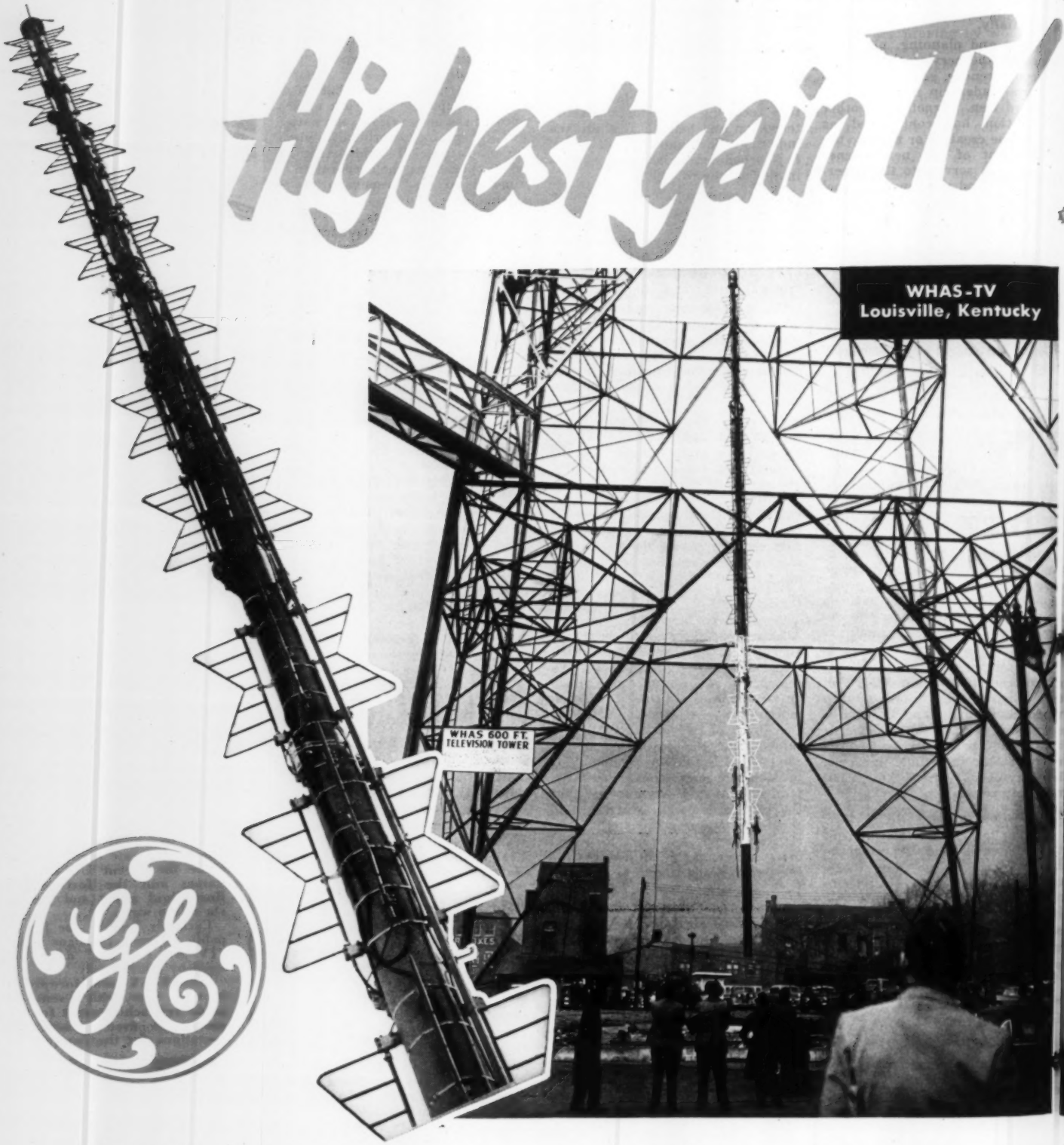
Currently heading the list of public interest campaigns is the "TV Sets For Vets" drive, fostered by Philip Lasky.

And, KPIX looks forward to its third year, with a sense of pride and achievement for the past, and even greater expectations for the future.

KPIX CHANNEL 5
Represented by The Katz Agency, Inc.
560 KC KSFO 680
Represented by Wm. G. Rambeau Co.
SAN FRANCISCO

"CAN'T BE BUILT," they said... but General Electric Built It!

Highest gain TV



GOING UP—**THE ANTENNA THAT COULDN'T BE BUILT.** When others gave up, General Electric solved the most difficult high-gain TV antenna problem ever undertaken by a manufacturer. Two developments here are noteworthy. First, a special feed design saved several thousands of dollars for the broadcaster. Instead of the usual two, this antenna requires only one transmission line to feed it, a simplification achieved by designing and building a special slot diplexer, first of its kind to be used in high channel operation. Second, G-E engineers were able to maintain desired antenna characteristics by compensating for increased pole diameter through the lower portion of the antenna.

At Louisville the WHAS-TV antenna is driven by a G-E 5 kw high channel transmitter.

XUM

antenna* in the world!

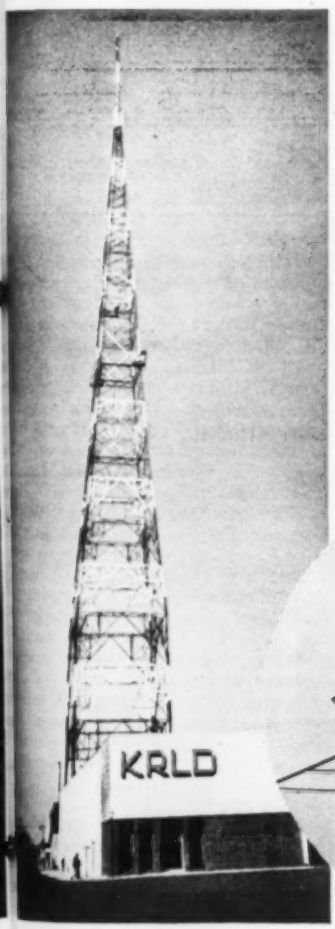
Spectacular 12-Bay Superturnstile for WHAS-TV is first ever made for Television Broadcasting—gain measured from input better than 12.5

UNIQUE SLOT DIPLEXER PERMITS SINGLE LINE ANTENNA FEED!

RIVAL manufacturers said it couldn't be done—that nobody could build a 12-bay antenna of superturnstile design and make it work. Why not? Because the required mast diameter would be so large it would affect the antenna characteristics.

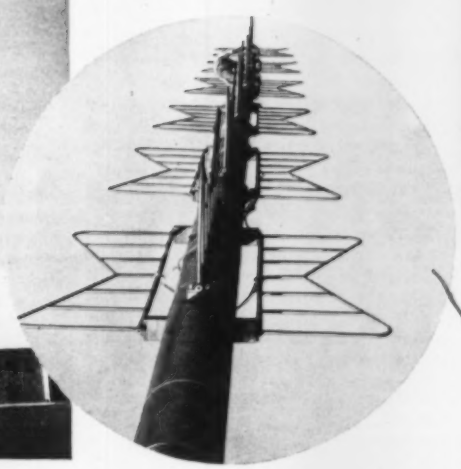
General Electric television engineers didn't think so. They accepted the challenge, took the problem back to Electronics Park, put to work the immense research, engineering, and manufacturing facilities of this great plant...and delivered the complete antenna to Louisville four months later!

Building TV station equipment is a precision job. If your station plans present difficult problems of design, engineering, or construction, put G.E. on your team. Offices in all principal cities. *General Electric Company, Commercial Equipment Division, Electronics Park, Syracuse, New York.*



LARGEST LOW BAND HIGH GAIN ANTENNA!

At KRLD-TV, Dallas, Texas, this 10,000 pound, heavy-duty antenna provides an effective gain of 6.2. It is designed and built to withstand a 50-pound wind loading, equal to a 150-mile-an-hour gale. Inset shows batwings of heavy-walled tubing.



WIND LOADING 60 POUNDS! Rising 1050 feet above the Hudson River, the WOR-TV tower at North Bergen, N. J. is the highest structure in the state. General Electric FM and TV antennas, mounted together on a special mast, can resist a wind velocity of 165 mph. WOR-TV is also equipped with General Electric FM and TV transmitters and a custom built control console.

**for VHF commercial operation*

You can put your confidence in—

GENERAL ELECTRIC

Trade Assns.

(Continued from page 32)

be to see that advertising and broadcasting continue strong in the public service.

"This will demand, it seems to me, a constant mindfulness of long-range needs, without short-sighted opportunitism; a constant effort toward mutual understanding, not excessive self-interest; toward reasonable cooperation, not greedy self-advancement."

Paul B. West, president, Assn. of National Advertisers Inc.:

"No one can positively foresee what lies ahead—whether we will have war or peace, or, as we have now, something in between. Fortunately, however, the radio and television industries, along with other advertising media, the agencies and advertisers, are ready to do whatever needs doing.

Mr. West

Through The Advertising Council and the experience gained during the last war, we can put the skills, facilities and techniques of our vast American communications system to work quickly and effectively.

"Our ability to make sure our country knows what is required of each of us so that we can act intelligently and on a united basis is one of our greatest individual and collective assets."

Elon G. Borton, president, Advertising Federation of America:

"1951 will offer unusual opportunity to advertising people. The public is confused and fearful, management is doubtful and undecided.

"Courageous counsel by us on fundamentals—the need for high production, for maintenance of a vigorous business economy along with adequate defense activity, and for intelligent cooperation of the public in war activities—is needed. We can influence management, advise the public about both products and war needs, and keep our economy and business thinking on a sane level.

"The amount that will be spent in 1951 for advertising is not the most important question before us. Our real problem is how our industry can best serve the country in this troublesome period."

Robert C. Sprague, president, Radio-Television Mfrs. Assn., and president, Sprague Electric Co.:

"The radio-television manufacturing industry added 13,750,000 radios to the broadcasters' markets in 1950. In the television field the industry's greatest development occurred, with 7,250,000 TV receivers produced or more than twice the 1949 output.

Mr. Sprague

Total billings for the radio and TV sets produced during the year exceeded $1.5 billion, a rise of more than 60% over 1949 and almost double that of 1948.

"While over-shadowed by television, production and sales of radios should have been encouraging to both AM and FM broadcasters. The industry's output of about 13,750,000 radios of all types approximately equalled its greatest prewar record, reached in 1941 before the commercial manufacture of television sets had begun.

"The industry's 1950 record made the greatest year of peacetime production, sales and expansion in its history. At the peak of the fall boom, the industry was producing television receivers at an annual rate of 10 million sets and radios at the rate of 17 million units.

"The entire output of the radio-television industry, when military production, transmitting and communications equipment, and replacement parts are included, exceeded $2 billion by a good margin, at manufacturers prices, with retail values totalling more than $3 billion.

"No one at this time can predict with accuracy what the civilian production of the radio-television industry will be during the next 12 months, or perhaps even during the next three months. The radio-industry has frequently demonstrated its ability to adapt itself to rapidly changing circumstances, and I am confident it will do so now if given half a chance. Conservation measures and substitutions of less scarce materials for those in shortest supply will, no doubt, keep civilian production going at a higher rate than might seem possible on the basis of materials available."

T. S. Repplier, president, The Advertising Council:

"When America faced war mobilization in 1941, one of the first things advertising people did was to pool their radio time and talent and share it regularly with war information campaigns. In war and peace, radio support given to public interest campaigns has been *big and generous and effective*, in terms of circulation, dollar-value and results.

Mr. Repplier

"The Council sees these facts illustrated every day. We are proud of the Radio Allocation Plan and depend upon it heavily.

"Now, as we face war mobilization in 1951, practically the same American business companies have again come forward and pooled their valuable time and talent in television to share with government and private agencies to help solve national problems and to further any information projects that may be needed.

"The directors of the Council well know, and the government knows that, this time, radio—in all its phases—is ready."

Wayne Coy

(Continued from page 20)

clusion of the North American Regional Broadcasting Agreement. Here is a practical demonstration of neighborliness and mutual helpfulness in this region of the globe. Experience has shown that we can only build global goodwill block by block. In the NARBA we are setting a most important block in the structure of our immediate international relationships. There is some opposition to this agreement in this country, but anyone who goes to the trouble to get the facts instead of the propaganda will understand quickly why it is beneficial to the industry as a whole as well as to the American public.

Retain Protection

The new NARBA, which runs for five years, gives practically all stations the same protection they had before. It will result in a significant improvement in rural service over what existed since the expiration of the old NARBA and the Modus Vivendi and over what we could reasonably expect in the absence of an agreement. While in some ways it is not quite as satisfactory as the 1937 agreement or the Modus Vivendi, anyone at all familiar with the negotiations knows that we could hardly have expected to maintain that status quo. The NARBA is now up for ratification in the various signatory nations.

The current emergency offers TV its first opportunity to win its spurs in a defense role. Its unique capabilities to show, to teach and to demonstrate and to bring the actualities of our danger into our livingrooms should make it one of our most powerful mediums in mobilizing our democracy.

Much remains to complete the blueprints for our improved and expanded TV system. The statutory court in Chicago which issued a temporary order restraining the Commission's color TV decision has announced that it will issue its ruling on the petition for a permanent injunction at an early date. Commission decisions yet to be made include those on the use of the UHF band, on non-commercial educational broadcasting and on specific allocations.

The pro and con arguments advanced to make AM broadcasting more effective in the clear channel case confront the Commission for a decision in 1951. The lottery case will be argued before a federal court. It may even reach the Supreme Court. The decision of a federal court in Pennsylvania that a state cannot censor films on television is being appealed to the Supreme Court.

The more productive utilization of our FM facilities will engage the Commission's attention in 1951. Here is a broadcasting medium in which the nation has invested many millions of dollars in nearly 700 stations and 7,000,000 sets capable of receiving FM. Eighty percent of the operating stations are now licensed. The development of FM on a realistic basis within any limitations that the emergency may impose will add to our communications resources.

The coming year more than ever will be a time to fight shoulder to shoulder against the threats of aggression. We will need the utmost goodwill, tolerance and understanding of each other's problems to present a united front to enemies beyond our gates.

I know that I voice a common sentiment when I say that the gravity of the hour lends new and deeper meaning to the greetings we exchange at this time of the year. It is in this spirit that I give the broadcasters of America my best wish for a Merry Christmas and a Happy New Year.

Color Progress

(Continued from page 61)

the "bad public relations that exist between the FCC and the RCA." He pointed out that the Commission has its "hands tied" in view of the pending litigation in Chicago restraining the FCC from making the Columbia standards effective. He said the FCC might reopen the proceedings on its own motion, but he doubted whether that could be done until after the litigation is ended. He pointed out that as far as he knew, RCA had never requested a re-hearing.

Declaring that he was "much impressed with the new RCA picture," Sen. Johnson said that at the original demonstration, an engineering advisor commented "it stinks." "I didn't know that color smelled bad," the Senator asserted.

"RCA has made this tremendous progress because it has been under the whip of CBS," Sen. Johnson asserted. "For once they've been forced to do something else besides create a rumpus."

One of the big questions about RCA color, the Senator asserted, is the factor of cost. He declared that no testimony had been given to that end.

Other participants in the forum were Irving Panzer, Washington attorney, moderator; Henry G. Fisher, Washington attorney who directs the Pike & Fisher Reports on Radio Law.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN CORP.

HOLLYWOOD 38, CALIFORNIA

XUM

Film Producers

(Continued from page 62)

in the industry, expects an increase in operating expenses of about 10%.

Hal Roach Jr., president of Hal Roach Studios Inc., said the outlook for television films for 1951 is extremely encouraging. According to Mr. Roach, the production of TV film in Hollywood increased 300% in 1950 and expectations for 1951 are even greater.

Mr. Roach anticipates a 20% increase in his own business and a like increase for business in general, with his own operating expenses increasing about 5%.

A 35% increase in operational expenses due to high TV film costs was forecast by Charles Michelson, president Charles Michelson Inc., but he expressed belief at the same time that his company's revenue also would rise because of the growth of TV film shows and the growth of stations using film. He looks to service firms, like banks and insurance companies, to continue advertising on the same scale.

Robert P. Newman, president of Telepix Corp., expects that 1951 will be the first year local sponsors' budgets will include a considerable, rather than a token allowance for the already proved merits of TV advertising. The growing "choosiness" of viewers will force the advertiser to switch to filmed programs, where attention to pacing, transitions and camera scope can be given, according to Mr. Newman.

Harry Wayne McMahan, owner-executive producer of Five Star Productions, said "Five Star has sold one radio property, is selling another to concentrate almost entirely on TV spots." Mr. McMahan optimistically looks for a 100% increase in his own business, with the overall picture for TV advertising bigger and better than ever before. "Early in October we were sold out for 1950 and now are booked 60 days ahead into 1951," he said.

MUSIC LICENSES

ASCAP Delays Mailing

NEW per program TV licenses which ASCAP in its letter of Dec. 14 to telecasters said would be ready "shortly" [BROADCASTING • TELECASTING, Dec. 18] were not forthcoming last week and probably will not be sent out until after the holidays, according to an ASCAP spokesman.

Meanwhile, the announcement that the society was going to issue its own terms for the use of its music on TV on a per program basis, breaking off negotiations with a TV broadcasters committee after a year of discussions have failed to produce an agreement, had evoked no reaction from the TV station operators. Apparently the telecasters were following the advice of Dwight W. Martin, chairman of the TV per program committee, to "keep an open mind on the problem" but to take no action until after the Jan. 18 special meeting of TV broadcasters at the Stevens Hotel, Chicago.

Mr. Martin's letter, sent to all TV stations Dec. 15, day after Otto A. Harbach, ASCAP president, had written the telecasters concerning ASCAP's decision to end negotiations by issuing licenses according to its own ideas, read as follows:

By this time you have received ASCAP's form letter of Dec. 14, 1950, addressed to interim licensees. Do not be alarmed by it or by anything you may read in the press. As the last extension of the interim licenses, under which telecasters have been paying fees to ASCAP for use of music since Jan. 1, 1949, was to Dec. 15, 1950, it was necessary for ASCAP to give you a further extension at this time.

Instead of giving you the customary extension to a stated fixed date, ASCAP has extended the interim license to a date 30 days after the receipt by you of a per program form of license which it intends to prepare and send to you within the next few days. This turn of events grew out of meetings of our committee with an ASCAP committee on Dec. 12 and 13 which we shall explain briefly here.

On Dec. 12 we again urged ASCAP to negotiate with us a flat percentage royalty rate on programs, including spot announcements, containing ASCAP music without any charge on spot announcements or other types of programs containing no ASCAP music inasmuch as the government's consent decree which ASCAP signed last March stated that no royalty need be paid on programs which contained no ASCAP music.

ASCAP flatly refused this request and stated that it would not negotiate a flat rate with our committee but would instead announce a rate without discussion with our industry committee, and that it would discuss with our committee only a formula which would include charges on adjacent spot announcements. Faced with this firm statement of position, we could do no more than continue our meetings through Dec. 14 with a discussion of details of a compromise which the industry committee might be in a position to submit to the industry for approval with recommendations of acceptance.

After canvassing our committee yesterday morning, we informed ASCAP that our committee could not possibly recommend the terms which had been discussed unless ASCAP would concede certain points which the industry committee felt were reasonable. ASCAP declined our suggestions and announced it was going to send out the above letter and would follow it with an unnegotiated form of per program license. We want to say further that there was no bitterness in our discussions and that there has been no breakdown in the negotiations at least insofar as our industry committee is concerned. We shall continue to function whenever the occasion presents itself.

On Jan. 19, 1951, there is scheduled at the Hotel Stevens in Chicago a meeting of telecasters to discuss the newly proposed autonomous Television Board of Directors of NAB. Already over 60 stations have agreed to attend. We therefore propose to hold a meeting at the same place during the evening of Jan. 18 to discuss fully all phases of this matter and we suggest that you try to make your plans accordingly.

By that time you will doubtless have received and studied ASCAP's form of per program license and the discussions should assist each person present in deciding whether to accept ASCAP's unilateral per program terms, or resume negotiations, or sign a blanket license, or take the matter to the courts. In the meantime, we urge you to keep an open mind on the problem. We expect to be writing you further prior to Jan. 18 as developments occur.

TV FILM & PRODUCTION SERVICES

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(producers of short-length films since 1919)
5,000 TOP-QUALITY COMMERCIALS
LOW-COST RENTAL SERVICE
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WIRE OR WRITE
COLORADO SPRINGS

ATLAS FILM CORPORATION
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EXTENSIVE LIBRARY OF FILMS
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GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1531

RKO PATHE, INC.
624 MADISON AVE.
NEW YORK, N. Y.
PLAZA 9-3600

SARRA, INC.
TELEVISION COMMERCIALS
MOTION PICTURES
SOUND SLIDE FILMS
NEW YORK - CHICAGO
HOLLYWOOD

TELEFILM, INC.
COMPLETE FILM PRODUCTION FOR TV SPOTS-PROGRAMS
All Production Steps In One Organization
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HOLLYWOOD 28, CALIF.
HOLLYWOOD 9-7205

TELESCRIPTIONS
ANIMATED AND LIVE ACTION FILM SPOTS
20-SECOND AND 1 MINUTE
823 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4650

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OWNERS AND OPERATORS OF WEST COAST SOUND STUDIOS
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FILM & PRODUCTION DIRECTORY
IS PRINTED THE LAST ISSUE OF EACH MONTH
GUARANTEED PAID CIRCULATION
EXCEEDS 15,000

Network

(Continued from page 33)

his time-table. And not even inside Washington can anyone know how much and how long it will take to counteract those plans.

"But we in the network broadcasting business should wipe the panic off our lenses and take a square look at that unpredictability. The industries of our country will need, perhaps more than ever, to continue communicating with the people of the country during 1951.

"The corollary to that fact is another equally important fact: Nobody has yet devised a better mass communications method than this network broadcasting business. It seems to me, therefore, that whether Detroit, for example, is selling cars to today's buyers or brand-identity to tomorrow's prospects—the real, practical need for this medium will continue to be as real and as practical as ever in 1951.

Network Problem

"This quite obviously puts it up to each of the major networks to meet that need with the most effective 'facilities' it can muster. I put quotation marks around 'facilities' because I mean it to include not only the watts and kilocycles and towers that we in this industry talk about so much—but also the brain power that really makes radio tick.

"On the physical side, I am more convinced than ever that the watt-and-kilocycle setup of Mutual offers its users, today, telling advantages which are available literally nowhere else. Count them: 540 stations placed throughout the 48 states — and 325 of them, in 45 states, each serving its own market as the only network voice in town. This of course spells flexibility which can't be had elsewhere—at a time it was probably never needed more. It provides unmatched impact at the community level, throughout a full fourth of the U. S. And it also gives a sponsor his sturdiest anchor—to windward available anywhere in these times of TV's fastest growth.

"On the brain-power side, the careful studies which we have made of the sales and programming strategies of network radio over the past 18 months are beginning to pay dividends for our advertisers. And in 1951, I believe that our new methods of approach can help solve many of the problems which the medium has never really solved before.

"So when I speak of confidence and optimism, I really base my reasoned hopes for the year ahead on the new approach which our clients are taking to network radio through their imaginative and realistic re-evaluation of what radio can do both today and tomorrow."

Joseph H. McConnell, president, NBC:

"In a world of change the radio and television industry is at home. Growth and constant innovation are the nature of our industry. Indeed, a world of change of development and expansion, creates the climate in which our versatile industry thrives. These are the very elements which give us stability. Thoughtful men are rightfully concerned for the future, but we would fail to understand the basic characteristics of our own business if we did not look ahead to 1951 with confidence.

"Of course 1951 will be a year of growth for radio and television. To my mind, it is a question only of velocity, of the rate of growth. The nation's defense needs, beyond question, will be our No. 1 priority. Production facilities may be required for military purposes. The field of scientific research will also give precedence to defense needs. In whatever degree these requirements may develop, they will not affect the quality of programming of either radio or television.

"Television, in a few swift months in 1950, expanded from its bare infancy to a truly first-rank medium for advertising and entertainment. This was a momentous development. But as we look ahead we ought steadily to remember that in 1950 we recaptured our self-confidence, and then the advertiser's confidence in radio as the great medium of high circulation and low cost. There were some hard lessons learned in both radio and television. These—what we have learned—are our assurance that we will continue to progress through 1951 in the face of all the imponderables.

"At the end of this year, television covered areas in which live 90 million people. Advertisers, through experience, demonstrated increased appreciation for its pulling power. Picture quality, programming and production were all immensely improved. There was no question that television had come of age as a truly national advertising medium. Should the government rescind its freeze on new stations, television will be extended to new areas in 1951. Additional stations and receivers will mean more hours of broadcasting, better programs.

"Besides finding ways to meet television's drain on creative talent, at NBC we have pioneered in finding ways for smaller advertisers to join in major shows previously only available to high budget sponsors. This should provide a wider economic base for television and make it available to more sponsors in the coming year.

"Public response to NBC's Sunday night *Big Show* brought the entertainment value of radio to a fresh summit. And 'Operation Tandem' proved that new techniques can sell radio on a basis which is healthy for both the network and the advertiser, and yet bring the cost of radio advertising to a new low.

"We face the new year with the greatest mass communication medium in America—radio and its vigorous and intense new partner, television. We plan for peace and stand ready for any emergency. Radio and television have only the future ahead—and it cannot be other than great."

LIBEL SUIT

SCOTUS Appeal Seen in Phila. Case

APPEAL to the U. S. Supreme Court may develop out of an appellate decision which held last week that the Communications Act does not prohibit radio stations from censoring political broadcasts by persons who are not candidates.

The decision was handed down in Philadelphia Thursday in the case of Felix v. Westinghouse Radio Stations Inc. by the U. S. Court of Appeals, Third Circuit [BROADCASTING • TELECASTING, March 20]. It reversed a district court decision which had dismissed three $50,000 libel suits filed against Philadelphia stations.

Attorneys familiar with libel law indicated the latest decision still leaves broadcasters in a precarious position in connection with political broadcasts. In effect, the decision upholds the case of Weiss v. Los Angeles Broadcasting Co., a circuit court decision holding that Section 315 of the law does not operate until there are two or more legally qualified candidates for the same office and a station has allowed one candidate to use the facilities with another candidate seeking equal opportunity.

Still in effect is the FCC's Port Huron Broadcasting Co. case, in which the Commission held that once a station decides to carry a broadcast by one candidate in an election, and examines the script, it cannot change its mind and decline or censor any broadcast by a candidate for the same office even though a submitted script is deemed defamatory.

The FCC has never stated a positive opinion as to whether broadcasts on behalf of candidates by others than candidates themselves are governed by Section 315.

In the district court decision $50,000 libel suits filed against KYW (Westinghouse), WCAU and WFIL Philadelphia, charging libelous remarks in political broadcasts because of purported implications of Communistic leanings, the court had in effect upheld the FCC's Port Huron doctrine. The stations had contended they are not permitted to censor political speeches.

Judge Albert Maris, in last week's consolidated opinion, reversed this district court ruling with Judges Gerald A. McLaughlin and Austin Staley concurring.

The appellate decision held in part:

We are unable to assent to the conclusion thus reached by the district court for the reason that we do not think that Section 315 of the Communications Act of 1934 may be given the construction which the district court has here placed on it.

On the contrary, the language of the section itself and its legislative history compel the conclusion that the section applies only to the use of a broadcasting station by a candidate personally and that it does not apply to the use of such station by other persons speaking in the interest or support of a candidate.

We find that this very question of including supporters of candidates within the purview of that section has been specifically considered and rejected by the Congress, which has made it perfectly clear that the section is intended to apply only to the personal use of broadcasting facilities by the candidates themselves.

It follows that the section did not prohibit the defendants from censoring Meade's speeches. The defendants are, therefore, not entitled to assert the defense that they were not liable because the speeches could not have been censored without violating Section 315 and that accordingly they were not at fault in permitting the speeches to be broadcast.

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IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

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Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

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programs promotion premiums

CORRECT SPEECH ● ● ●

WTIC Hartford's Bob Steele, who conducts morning show, was cited by state supreme court judge for correct pronunciation. It came about when two lawyers were arguing a case before Connecticut Supreme Court each using the word "status" differently. Both attorneys asked judge for ruling on correct pronunciation of word. Justice replied, "Let's ask Bob Steele."

STORY OF PRAISE ● ● ●

WDTV (TV) Pittsburgh, DuMont outlet, sending reprint from *New York Times* to trade. Story praises DuMont Network's telecast of speech by Secretary of State Acheson. Story by Jack Gould discusses why other networks did not telecast speech and cites one network for not broadcasting speech at the time it was delivered. Mr. Gould congratulates Dr. DuMont and network, "that did its job."

CONTEST AWARD ● ● ●

WGN Chicago, *Share the Wealth*, Mon.-Fri., 3:30-3:45 p.m. CST, Kroger Foods Co., Chicago, awarded $10,000 to local housewife. Mrs. Ruth Mills, winner, was presented her winnings by L. R. Musselman, merchandise manager of Kroger Co. At presentation, 10,000 $1 bills were hung on a Christmas tree that was given to her.

CHEMICAL AWARD ● ● ●

KEYL San Antonio interviewed leading officials of Southwest Regional Division of American Chemical Society on nightly news telecast. Bob Whitten, station newsman, also interviewed Dr. Rodger J. Williams of U. of Texas and winner of anual award given by ACS. Station reports it scored clean beat on local newspapers and radio stations with announcement of award winner.

EMERGENCY WARNINGS ●

WCDL Carbondale, Pa., has installed amplifier and microphone equipment in Carbondale Police Headquarters so police officials can give emergency warnings to audience along with regular weather reports during newscasts. Each broadcast is concluded with reminder to motorist to be careful while driving, particularly during winter months.

★ ★ ★ ★ ★ ★ ★ ★ ★

WLS 'FAMILY ALBUM'

WLS Chicago's "Family Album," 48-page hard-cover brochure with pictures and stories of staff members at station, is being released for 21st consecutive year. Pages of pictures show entertainment stars and operating personnel in their homes and on duty. Since 1930, when first album was published, listeners have bought average of 40,000 albums yearly at 50c each. This year, because of advance orders, printing was increase to 45,000. Management of WLS believes practice one of station's "most effective audience-promotion efforts." It has always been self-liquidating.

★ ★ ★ ★ ★ ★ ★ ★ ★

GETS 20,000 RESPONSES ● ●

NBC received more than 20,000 requests for free booklet on selection and preparation of meats which was offered once on one-time telecast of International Livestock Exposition in Chicago Dec. 6 under sponsorship of Allis-Chalmers Mfg. Co. Offer, made by sponsor and National Livestock & Meat Board, was spotted during meat demonstration in hour-long telecast of final judging of grand champion steer. Show was telecast from Chicago on 44 NBC stations.

THREE-YEAR CALENDAR ●

WAYS Charlotte, N. C., and WCOG Greensboro sending three-year calendar to agency time buyers. Two-color plastic card gives date from 1950 to 1953. One side is year 1951 flanked by 1950 and 1952 and on the other side is the year 1952 flanked by 1951 and 1953. Top of card gives call letters of both stations, printed in red on black background.

STEALS SHOW ● ● ●

WXGI Richmond, Va., had only radio entertainer appearing in annual Tobacco Festival. Antonio, station's morning personality man, rode on one of floats during parade through city. Station reports that Antonio's appearance and float stole show.

FINNISH SHOW ● ● ●

WEAT Lake Worth, Fla., *The Halls of Finland*, 12:30-1 p.m., Sun. Program catering to large Finnish audience during winter months broadcasting music and commentary in both English and Finnish. Commercials used are also broadcast in both languages.

SEEING DOUBLE ● ● ●

WDTV(TV) Pittsburgh, *Wilken's Amateur Hour*, 6-7 p.m., Sun. Cast of Dec. 17 show consisted of twins and triplets who performed before audience made up of twins and triplets. Show had been on the radio 12 years prior to TV debut. Jack Logan acted as master of ceremonies for 11 acts in special pre-holiday show.

GOOD GUEST RELATIONS ●

WGH Newport News, Va., taking snapshots of visiting celebrities and local citizens who take part in station programs. Pictures are taken in studio with station personality taking part in broadcast. Printed pictures are mounted in black folder with silver WGH seal on cover and hand written greeting in white on inside. Folders are sent to guests to promote good guest relations. Station reports that almost all recipients of folders have written friendly thank-you notes to station.

GIANT POSTCARD ● ● ●

KLRA Little Rock, Ark., sending giant post cards to trade and advertisers. Postcard headed "What's Happening at KLRA?" in large red letters on front. On back, copy tells of station change in management, programming and promotion and also gives lists of correct mailing addresses of department heads.

NBC ANNOUNCEMENT ● ●

NBC sending booklet to trade announcing new series "The People Act" on its *Living 1950* show. Piece done in red, white and blue, lists subjects being used. Programs, 13 in all, are dedicated to different cities and towns throughout country that have acted together to solve some economic or social problem.

McNEILL'S 'YEARBOOK' ● ●

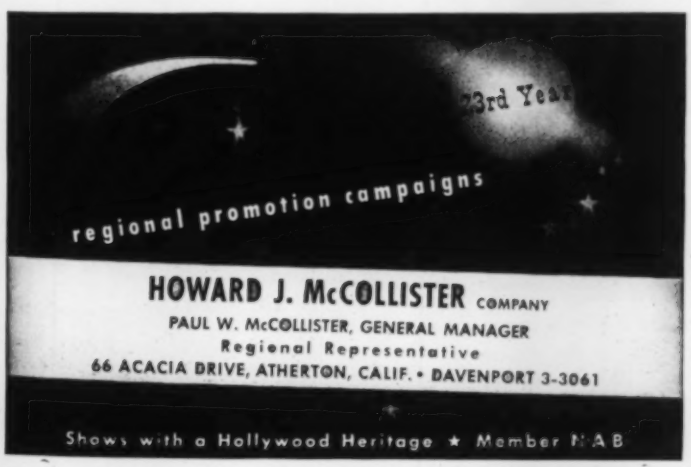
DON McNEILL's *Breakfast Club*, daily on ABC, announces publication of its *1950 Yearbook*, priced at $1 and sent postpaid to listeners. Book contains photographs of Mr. McNeill and his family on their recent trip to Europe as well as pictures of show's cast. Two sections of 64-page, spiral bound book are devoted to "Memory Time" and "Sam's Almanac" selections. This year *Breakfast Club Yearbook* will be sent to approximately 100,000 listeners.

FREEDOM SPOTS ● ● ●

WNBT (TV) New York Dec. 17 started public service spot campaign with theme "Freedom Is Everybody's Job." Lincoln's Gettysburg address, "Star Spangled Banner" and Tom Paine's *The American Crisis* among original American documents reproduced on film for saturation campaign. Clarity and legibility of papers reproduced on TV effected by blowing up and reshaping them for TV screen.

EXPLOSION PICTURES ● ●

WCPO-TV Cincinnati telecast action pictures of American Waterproofing Co. explosion in that city few hours after it happened Dec. 9. Sidney Barger, chief cameraman for station, got movies of exploding building, then rushed them to laboratory for developing. Explosion occurred at 10 a.m. and WCPO-TV had five-minute film presentation ready by 2:30 p.m.


regional promotion campaigns
HOWARD J. McCOLLISTER COMPANY
PAUL W. McCOLLISTER, GENERAL MANAGER
Regional Representative
66 ACACIA DRIVE, ATHERTON, CALIF. • DAVENPORT 3-3061
Shows with a Hollywood Heritage ★ Member NAB

December 14 Applications . . .

ACCEPTED FOR FILING

AM—580 kc

WKSR Pulaski, Tenn.—CP AM station to change from 730 kc 250 w D to 580 kc 1 kw-D 500 w-N DA-2.

Modification of CP

WKYB Paducah, Ky.—Mod. CP to change frequency etc. for extension of completion date.

License for CP

KVOL-FM Lafayette, La. — License for CP to change FM station.

WLAV-FM Grand Rapids, Mich.—Mod. CP FM station for extension of completion date.

WISC-FM Madison, Wis.—Mod. CP new FM station to change ERP from 52 kw to 1.08 kw and change ant. to 104 ft.

December 15 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Paul A. Walker

WMAW Milwaukee, Wis.—Pursuant to Section 1.701 of the Rules and Regulations granted waiver of the ten-day limitation of Section 1.854(e) and granted motion as supplemented for correction of transcript of oral argument of September 15, 1950 in proceeding upon its application.

By Commissioner E. M. Webster

KVOL Lafayette, La.—On the Commission's own motion scheduled hearing for Jan. 10, 1951, in Washington, D. C. re application of KVOL.

FCC General Counsel—Granted petition for an extension of time to file exceptions in proceeding upon application of Wooster Republican Printing Co. WWST Wooster, Ohio; time extended to Jan. 11, 1951.

By Examiner H. B. Hutchison

Chief Common Carrier Bureau — Granted motion for continuance of hearing from Dec. 18, to Jan. 15, 1951, at Washington, D. C. in proceeding re allocation of usage of intercity video transmission facilities.

By Examiner Fanney N. Litvin

Charles L. Cain, Grand Prairie, Tex.—Granted leave to amend his application so as to change the type of trans.

By Examiner Leo Resnick

WOOK Silver Spring, Md.—Granted continuance of hearing from Dec. 18 to April 18, 1951, in Washington, D. C., in proceeding upon application of WOOK.

By Examiner Jack P. Blume

Charles H. Chamberlain, Bellefontaine, Ohio—On Commission's own motion continued hearing this proceeding from Dec. 18 to Dec. 19 at Washington, D. C.

By Examiner Basil P. Cooper

WCEM Cambridge, Md.—Granted petition for continuance of hearing in proceeding upon application from Dec. 14, to Jan. 29, 1951, at Washington, D. C.

December 18 Decisions . . .

ACTION ON MOTIONS

By Commissioner E. M. Webster

WQAN Scranton, Pa.—Granted continuance of hearing presently scheduled for Jan. 2, 1951, to Jan. 22, 1951, at Washington, D. C. in proceeding upon application.

KLIK Escondido, Calif.—Granted extension of time to Jan. 15, 1951, in which to file reply to exceptions to initial decision issued in proceeding upon application.

KGAR Garden City, Kan.—Granted leave to amend application to specify nighttime operation 500 w power, employing DA, and show revised financial and program data, and application as amended, is retained on hearing docket.

H. C. Young Jr., Nashville, Tenn.—Granted leave to amend his application to change name of applicant from individual to corp.—Nashville Bcstg. Co. Inc., and to show new information on legal and financial qualifications of corporation and stockholders.

KMPC Los Angeles, Calif.—Dismissed as moot petition requesting extension of time to complete CP until after final decision has been made in Docket 9402.

Benlee Bcstg. Co., Patchogue, N. Y.—Dismissed as moot petition of April 15, 1949, requesting review by Commission, en banc, of April 8, action of the motions commissioner denying petition filed March 28, 1949, seeking dismissal of petitioner's application without prejudice, and, on Commission's own motion, dismissing application with prejudice.

United Radio Communications, San Diego, Calif.—Granted leave to amend application so as to change type of equipment for base station trans.

By Examiner J. D. Bond

Midwest Bcstg. Corp., Montevideo, Minn.—Granted leave to amend application so as to specify operating power of 100 w instead of 250 w dismissed as moot that part of petition which seeks to quash Commission order of April 21 making Times Pub. Co. KFAM party to proceedings; application, as amended, is removed from hearing docket.

December 18 Applications . . .

ACCEPTED FOR FILING

License Renewal

Request for license renewal AM station: WHMA Anniston, Ala.; KAMD Camden, Ark.; WFUN Huntsville, Ala.; KMYC Marysville, Calif.; KYOU Greeley, Col.; WWPB Miami, Fla.; WBHF Cartersville, Ga.; WKEU Griffin, Ga.; WATZ Alpena, Mich.; KATE Albert Lea, Minn.; WTOK Meridian, Miss.; KIRX Kirksville, Mo.; KXLQ Bozeman, Mont.; KXLL Missoula, Mont.; WKXL Concord, N. H.; KSVP Artesia, N. M.; WKIP Poughkeepsie, N. Y.; WHKP Henderson, N. C.; WBUY Lexington, N. C.; KGFF Shawnee, Okla.; KFLW Klamath Falls, Ore.; KRIC Beaumont, Tex.; KCTI Gonzales, Tex.; KNEU Provo, Utah; WMVA Martinsville, W. Va.; KONP Port Angeles, Wash.

AM—950 kc

KDSX Denison, Tex.—CP AM station to change from 1220 kc 1 kw-D to 950 kc 500 w unl. DA-2.

AM—1340 kc

WEXL Royal Oak, Mich.—Acquisition of control of licensee corp., by Jacob B. Sparks through purchase of 500 sh. common stock from George B. Hartrick and Bernice B. Hartrick AMENDED to change from 500 sh. to 220 sh.

License for CP

WMOX-FM Meridian, Miss.—License for CP new FM station.

Modification of License

KCMO Kansas City, Mo.—Mod. license FM station to change from 54 kw to 55.8 kw.

License Renewal

WMVA-FM Martinsville, Va.—Request for license renewal FM station.

December 19 Decisions . . .

BY THE SECRETARY

WMOD Moundsville, W. Va.—Granted license new AM station; 1470 kc 1 kw D.

WNOE New Orleans, La.—Granted license change frequency, power, install new trans. and DA-2 and change trans. location; 1060 kc 5 kw-N 50 kw-D, DA-2.

WBKV West Bend, Wis.—Granted license for new AM station; 1470 kc 500 w D.

KTER Terrell, Tex.—Granted license for new station; 1570 kc, 250 watts, daytime.

WCCM Lawrence, Mass.—Granted license install new trans.

KIKI Honolulu, T. H.—Granted consent to voluntary assignment of CP to KIKI Ltd.

KFIR North Bend, Ore.—Granted mod. CP for approval of ant. trans. and studio locations, and for change of trans.

KPLT Paris, Tex.—Granted mod. license to change main studio location to south of city limits.

WSUI Iowa City, Ia.—Granted authority to reduce operating hours from unl. to minimum of 6¼ hours daily from Dec. 18 thru Jan. 1, 1951, in order to observe Christmas and New Year vacation.

WKYB Paducah, Ky.—Granted mod. CP for extension of completion date to 3-15-51; cond.

KBPS Portland, Ore.—Granted license change hours of operation, increase in power, install new ant. system and make changes in transmitting equipment; 1450 kc 250 w SH.

WPIK Alexandria, Va.—Granted consent to voluntary acquisition of control of licensee corporation by Carl L. Lindberg thru purchase of 81 shares of common stock from Howard B. Hayes, for a consideration of $22,275.

New Orleans—Granted CP for new STL KKB-52.

Ida Murray, Martha Murray, Executrixes of the Estate of James J. Murray, Lewisburg, Tenn.—Granted mod. CP KA-5776 for extension of completion date to 3-9-51.

WHLA Madison, Wis.—Granted mod. CP to change operating power of noncommercial educational FM station from 5 kw to 7.5 kw; on freq. (90.3 mc) Ch. 212; ERP 29 kw; 840 ft. ant.

K X O A - F M Sacramento, Calif.—Granted mod. license to change studio location of FM station.

KMAR Bakersfield, Calif.—Granted mod. CP to make changes in ant.

Asheboro Bcstg. Co., Asheboro, N. C.—Granted CP to replace expired permit which authorized a new remote pickup KA-6096 which expired 11-17-50.

KSRT Los Angeles, Calif.—Granted mod. CP for extension of completion date to 3-12-51.

WAZL-FM Hazleton, Pa.—Granted mod. CP for extension of completion date to 7-12-51.

KNEW Spokane, Wash.—Granted consent to assignment of license to Inland Empire Bcstg. Co.

WPLH Huntington, W. Va.—Granted cancellation of standard station license for aux. trans.

WJZ-TV New York—Granted mod. CP for extension of completion date to 6-30-51.

WARA Attleboro, Mass.—Granted license AM station; specify studio location; 1320 kc, 1 kw unl. DA-2.

WCKY Cincinnati—Granted license install new main trans.

James A. Noe, New Orleans, La.—Granted CP's for new remote pickups KKD-392, KA-8059.

The A. S. Abell Co., Baltimore, Md.—Granted CP and license for new remote pickup KA-8060.

WASL Annapolis, Md.—Granted consent to voluntary acquisition of negative control of corp. by Robert L. Blalock thru purchase of 70 shares of common stock from Harry E. Layman.

WJBO and WBRL Baton Rouge, La.—Granted consent to involuntary transfer of control of licensee corp. from Leora D. Manship, deceased, to Charles P. Manship, Jr. and Douglas L. Manship, co-executors of the estate of Leora D. Manship, deceased.

KVLH Pauls Valley, Okla.—Granted consent to voluntary assignment of license from partnership composed of 4 partners to new partnership composed of 5 partners, four of whom are partners in assignor, one new partner, Evert E. Hill purchased 8 percent in partnership for a consideration of $6,000.

The Fort Industry Co., Detroit, Mich.—Granted CP to change from TV pickup KQB-96 to TV STL and change trans.

Haven & Martin, Inc., Richmond, Va.—Granted CP to change type of station from TV pickup KID-35 to TV STL station and to change transmitter location.

KAGH Crossett, Ark.—Granted mod CP for approval of ant. and trans. and main studio location; condition.

WMMI Meridian, Miss.—Granted CP to replace CP for new noncommercial educational FM station.

Following granted extensions of completion dates as shown:

KPOO San Francisco, to 6-21-51; WLAV-TV Grand Rapids, Mich., to 7-15-51; WHMA-FM Anniston, Ala., to 2-1-51; WACE-FM Chicopee, Mass., to 7-1-51; WRGA-FM Rome, Ga., to 4-15-51.

WCBM Baltimore, Md.—Granted license change frequency increase power, install new trans. and DA and change trans. location; 680 kc, 10 kw-D, 5 kw-N DA-2.

Correction Issued by FCC

Dec. 14 Decisions, grant of new station to Victor J. Tedesco, Sparta, Wis., should have shown daytime only, instead of unlimited on 990 kc, 250 w.

December 19 Applications . . .

ACCEPTED FOR FILING

CP to Replace Expired CP

KOKX Keokuk, Ia.—CP AM station to replace expired CP to increase power, change frequency etc. and change trans. location.

License for CP

KGAL Lebanon, Ore.—License for CP new AM station.

License for Renewal

Request for license renewal AM station: WLAY Muscle Shoals City, Ala.; KSAN San Francisco; WBSR Pensacola, Fla.; WGPC Albany, Ga.; WIBM Jackson, Mich.; KOBE Las Cruces, N. M.; KWRO Coquille, Ore.; WJPA Washington, Pa.; WILK Wilkes-Barre, Pa.; KVOU Uvalde, Tex.; WFTR Front Royal, Va.; WNVA Norton, W. Va.; WWNR Beckley, W. Va.

WCAE-FM Pittsburgh, Pa.—Request for license renewal FM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KOA-FM Denver, Col.; KOMA-FM Oklahoma City, Okla.; WJMC-FM Rice Lake, Wis.

Mod. CP new commercial TV station for extension of completion date: WATV Newark, N. J. to 7-9-51; KOB-

(Continued on page 83)

FCC actions

DECEMBER 14 TO DECEMBER 19

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

Gates has it

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SET SHIPMENTS

RTMA Reports 5,661,000 For 10-Month Period

MANUFACTURERS of television receivers shipped 5,661,000 sets to dealers in 36 states and District of Columbia during the first 10 months of 1950, according to Radio-Television Mfrs. Assn. Figures cover both RTMA member and non-member companies. Figures for October and 10 months follow:

State and County	Sets Shipped Month	Sets Shipped Year to Date
ALABAMA		
Jefferson	3,825	17,716
ARIZONA		
Maricopa	1,575	6,041
CALIFORNIA		
Alameda	5,378	35,944
Contra Costa	1,114	6,088
Los Angeles	44,653	377,543
Orange	1,184	17,407
Sacramento	405	2,079
San Bernardino	1,520	12 733
San Diego	4,002	32,790
San Francisco	7,173	37,631
San Joaquin	374	2,650
San Mateo	1,692	8,679
Santa Clara	1,930	11,905
Solano	504	3,148
CONNECTICUT		
Fairfield	4,956	30,688
Hartford	3,575	23,821
New Haven	6,990	39,513
New London	140	1,645
DELAWARE		
New Castle	2,290	18,939
DISTRICT OF COLUMBIA	9,882	83,261
FLORIDA		
Dade	2,972	16,528
Duval	1,908	7,805
Hillsborough	166	1,175
Pinellas	8	19
GEORGIA		
DeKalb	497	5,855
Fulton	5,073	45,412
ILLINOIS		
Cook	44,075	385,329
Fulton	115	398
Knox	254	984
Madison	764	7,517
McLean	15	332
Peoria	142	1,344
Rock Island	1,091	5,652
St. Clair	1,063	7,985
Tazewell	34	207
INDIANA		
Delaware	414	2,032
Lake	4,521	24,151
Madison	898	4,782
Marion	6,147	42,961
IOWA		
Clinton	318	1,073
Polk	1,584	7,369
Pottawattamie	521	2,642
Scott	1,279	5,828
KANSAS		
Wyandotte	1,515	8,203
KENTUCKY		
Campbell	543	5,301
Jefferson	5,095	29,337
Kenton	302	10,504
LOUISIANA		
Orleans	3,361	28,114
MARYLAND		
Baltimore City	1,283	73,395
Baltimore County	5,169	31,086
Montgomery	1,384	7,769
Prince Georges	147	1,960
MASSACHUSETTS		
Berkshire	575	5,315
Bristol	3,182	23,952
Essex	3,805	40,901
Hampden	989	4,397
Middlesex	5,563	63,158
Norfolk	1,711	21,236
Plymouth	711	8,812
Suffolk	16,456	127,520
Worcester	3,343	24,134
MICHIGAN		
Calhoun	407	3,359
Genesee	1,541	6,791
Ingham	994	7,089
Jackson	211	2,754
Kalamazoo	878	7,292
Kent	2,336	16,154
Macomb	818	6,702
Muskegon	405	2,923
Oakland	2,571	21,871
Saginaw	527	1,729
Washtenaw	597	5,432
Wayne	35,207	200,000
MINNESOTA		
Hennepin	7,164	40,156
Ramsey	3,763	24,852
MISSOURI		
Buchanan	643	1,751
Jackson	4,934	27,813
Madison	261	1,196
St. Louis	16,230	101,081
NEBRASKA		
Douglas	4,599	18,791
Lancaster	541	1,768
NEW JERSEY		
Atlantic	1,034	7,686
Bergen	3,919	29,399
Camden	1,576	18,194
Essex	12,685	89,705
Hudson	6,287	48,992
Mercer	1,821	16,321
Middlesex	2,656	18,459
Monmouth	1,763	15,485
Morris	919	8,234
Passaic	4,770	27,800
Union	3,836	28,827
NEW MEXICO		
Bernalillo	973	3,628
NEW YORK		
Albany	2,351	16,772
Bronx	8,197	39,337
Broome	1,489	7,009
Chautauqua	433	4,005
Erie	10,269	81,915
Kings	27,974	208,963
Monroe	7,122	50,319
Nassau	8,029	44,356
New York	36,090	237,487
Niagara	1,970	11,770
Onondaga	5,385	35,995
Oneida	2,311	17,419
Orange	672	6,194
Queens	14,838	93,729
Rensselaer	1,957	15,857
Richmond	667	9,945
Schenectady	854	9,593
Westchester	4,049	33,310
NORTH CAROLINA		
Alamance	284	1,281
Cabarrus	168	1,469
Durham	131	320
Forsyth	463	1,685
Gaston	300	2,117
Guilford	560	3,561
Mecklenburg	933	5,116
Rowan	258	1,033
OHIO		
Butler	543	12,254
Clark	784	7,724
Cuyahoga	20,331	137,209
Franklin	7,326	54,343
Hamilton	8,588	87,432
Lucas	4,345	31,888
Montgomery	5,724	48,825
Scioto	259	1,234
Summit	4,717	29,504
OKLAHOMA		
Muskogee	98	453
Oklahoma	1,312	9,750
Tulsa	1,594	7,464
OREGON		
Marion	....	....
Multnomah	6	2
PENNSYLVANIA		
Allegheny	16,473	105,171
Berks	2,683	17,944
Beaver	1,621	8,963
Blair	464	2,187
Cambria	1,877	10,176
Dauphin	942	6,073
Delaware	2,038	21,509
Erie	1,828	17,779
Fayette	760	6,552
Lackawanna	201	999
Lancaster	1,400	13,651
Lebanon	170	3,944
Lehigh	1,229	12,085
Montgomery	2,369	21,499
Northampton	1,124	8,497
Philadelphia	22,222	207,858
Washington	1,220	8,014
Westmoreland	2,292	12,927
York	236	7,820
RHODE ISLAND		
Providence	4,728	46,551
SOUTH CAROLINA		
York	125	851
TENNESSEE		
Davidson	2,484	10,900
Shelby	4,081	28,755
TEXAS		
Bexar	3,973	19,773
Dallas	4,072	37,104
Galveston	163	1,185
Harris	5,208	30,197
Tarrant	2,212	19,949
UTAH		
Salt Lake	2,732	14,958
Weber	97	396
VIRGINIA		
Arlington	1,399	8,745
Henrico	1,626	16,166
Norfolk	3,246	21,511
Pittsylvania	62	116
Warwick	785	3,537
WASHINGTON		
Clarke	-20	328
King	2,334	13,819
Pierce	418	3,747
WEST VIRGINIA		
Cabell	834	6,810
Kanawha	564	2,597
WISCONSIN		
Milwaukee	7,621	67,178
Sub-Total	659,729	4,892,389
AREAS UNLISTED	121,271	768,611
GRAND TOTAL	781,000	5,661,000

NOTE: Figures for the month reflect adjustments resulting from corrections of year to date figures as previously reported by members and the inclusion of year to date figures for one member reporting in October for the first time.

All th' Guys at CBS
All th' Guys at Branham
All arr Agency Fr'en's
Dear Fellers:

MERRY CHRIS'MUS AN' HAPPY NOO YEAR TUH Y'ALL! HIT'S SHORE BIN NICE AWORKIN' WITH YUH DURIN' 1950! BUT TH' FELLERS HERE AT WCHS IS AGONNA MAKE 1951 TH' BIGGEST YEAR UV ALL! I'LL TELL YUH ALL 'BOUT HIT NEXT YEAR!

YRS.
ALGY

WCHS
Charleston, W. Va.

Milestones

► A. R. Moler, chief engineer for KMBC-KFRM Kansas City, celebrated 30 years of service with the company last month.

► Twenty-fifth anniversary was celebrated by KWKH Shreveport, La., recently. "Anniversary Souvenir" pamphlet was sent to listeners.

► Father James R. Fox of Old St. Patrick Church, Pittsburgh, has observed 25 years of continuous broadcasting over WJAS that city.

► Corey Thomson, m.c. of CFCF Montreal's *Uncle Troy* program, marked 5,000 broadcasts for the same sponsor last month. Show has been sponsored by Troy Laundries of Montreal for 19 years.

► Lee Kelton Orchestra has started its seventh year as staff band for WJAS Pittsburgh.

► Wes Izzard broadcast his 6,666th consecutive news program on KGNC Amarillo, Tex., Dec. 1 for Phillips 66 petroleum products.

► WBLJ Dalton, Ga., marked 10th anniversary last month.

► WWDC-AM-FM Washington's Carl Berger has completed 13 years as conductor of government employes' news program, *Your Government and Mine.*

► Bill Kitay marked the fourth birthday of his story telling and philosophical program over WBRC Birmingham, Ala. One hundred and twenty Birmingham florists started sponsorship of the show Dec. 17.

WSAM Saginaw, Mich., observes 1,000th broadcast of its 11 p.m. newscast under the same sponsor, William C. Wiechmann Co., Saginaw department store. Checking promotion copy are (l to r): William Kessell, co-owner of the store; Oscar Huff, WSAM newscaster who aired the first newscast as well as the anniversary program, and William Wiechmann, president of the William C. Wiechmann Co.

* * *

► WLAW Lawrence, Mass., marked its 13th anniversary this month.

► WRVA Richmond, Va., recently commemorated its 25th year.

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REVOKES WTNJ

FCC Cites Control Transfer

CHARGING WTNJ Trenton, N. J., has reverted to practices condemned in an earlier license renewal proceeding and alleging that control has been transferred without approval, FCC last week ordered revocation of the station's license effective Jan. 10.

The action against the 22-year old station is subject to hearing, if requested by Jan. 5. WTNJ is licensed to WOAX Inc. and is assigned 250 w daytime on 1300 kc.

FCC's order contended that Erling C. Olsen has assumed "unauthorized control of the licensee without the prior consent of the Commission" in violation of the Communications Act. FCC said it learned this through independent investigation and in part from information contained in a pending transfer application in which Mr. Olsen would become trustee for WTNJ's principal stockholders.

The application seeks transfer of control through switch of 65 shares from Charles E. Loew, 78 years old, and Julie V. Loew, 81 years, to Mr. Olsen as trustee [BROADCASTING • TELECASTING, Aug. 14]. The application said Mr. and Mrs. Loew wish continuous and careful supervision over their affairs and operation of WTNJ and at the same time are desirous of conserving their health.

FCC Charge

FCC charged Mr. Olsen "has hired and fired personnel, obtained control over the bank account or accounts of the licensee, assumed full supervision over the day-to-day operation of the station and complete dominion over the formulation of over-all station policy."

The Commission further contended that "despite the statements by the Commission in its decision renewing the license of . . . WTNJ, the licensee and its agents have reverted to the type of practices condemned by the Commission in that decision and that, in addition, Charles E. and Julie V. Loew have abdicated all responsibility in connection with the operation and control of the station in complete derogation of their responsibilities as the controlling stockholders of a broadcast licensee and have done so in such fashion as to warrant the conclusion that their violations of the Communications Act have been wilful in nature."

The order related that in May 1948 FCC renewed WTNJ's license, finding in the decision that Franklyn J. Wolff, vice president, general manager and treasurer, "who had been delegated full responsibility for the operation of that station, had engaged in conduct which cast grave doubt upon his ability to administer satisfactorily a license under the Communications Act." Renewal was granted, however, the order recited, with warning against reversion to alleged practices considered inappropriate by FCC.

The Commission's order also related aspects of the 1949 hearing on WTNJ's bid for change in facilities, contending Mr. Wolff's testimony under cross examination did not support certain claims made in exhibits on public service programs and other matters.

SERVICE DEALS

Clemente Asks Official Probe

CRACKDOWN on dealers who allegedly "victimize purchasers or owners of television sets" by means of "false, fraudulent or deceitful prepaid" TV service contracts has been urged by Rep. L. G. Clemente (D-N. Y.).

Charging that such activities have reached "proportions beyond the abilities of local authorities, agencies or organizations to control or remedy," Rep. Clemente introduced a resolution (H Res 881) in the House Dec. 13 which would request the Attorney General and the Postmaster General to explore the matter and recommend remedial action.

Rep. Clemente said the activity on the part of certain dealers "is not only harmful to . . . victims but also tends to hamper and harm ethical businessmen and to reflect discredit on the entire television industry . . ." The Congressman said there should be some form of supervision or regulation, such as licensing of dealers, to assure redress by TV set owners.

WINDOW DRESSING

WKRC Applies Local Touch to Promotion

DEPARTMENT store clients of WKRC-AM-FM-TV Cincinnati are reaping rewards, thanks to local level cooperation between the two facilities, according to Frederic Gregg, the station's promotion director.

The "mutually beneficial" approach has been used successfully with McAlpin's, one of the city's leading department stores, which needed a traffic builder for its cafeteria on Monday evenings. WKRC-TV came up with a 15-minute interview type program, starring Frazier Thomas, its popular m.c.

Officials at McAlpin's, at Robert Ascomb Inc., agency handling the store's radio and television accounts, and at WKRC-TV consulted and decided to film the show on Monday but telecast it the following Sunday. Called *Express to Five* (the restaurant is on the 5th floor), the show received Mr. Gregg's "point-of-sale" touch.

All windows at McAlpin's were dressed with the *Express to Five* theme, which also was taken up in the store's and WKRC's newspaper advertising. The two-way promotion clicked. R. Nelson Shaw, president-general manager of McAlpin's, is quoted: "*Express to Five* has overflowed our dining room on three consecutive Mondays. The response and acclaim is more than we expected."

Another store, Bond's, also joined in the double promotion approach. Sponsoring two newscasts daily on the station's AM facility, Bond's agreed to Mr. Gregg's suggestion of having a simulated newsroom set up in its window at a strategic downtown corner. News broadcasts were made daily every hour from noon to 6 p.m. to passerbys, keeping them informed of the latest world news.

Bond's theme was "late news on WKRC—late fashion news at Bond's." The newscasts had commercials, with live models showing their wares as Roy Gilligan, station's newscaster, read copy. The

WKRC-TV's display points up show in McAlpin's window.

* * *

store's manager, Don Jacob, estimated the newscasts stopped some 150,000 people in a week.

The local level touch is applied for the national advertiser as well. American Flyer trains has sponsored a 15-minute weekly show for the Christmas season on the TV station. Five of Cincinnati's major department stores were contacted to handle a WKRC-TV display in their windows.

Mr. Gregg's display ideas spread to the inside of the store, adding a double impact for the advertiser and the station. The promotion director's plans call for eventual arrangements with nearly every big window holder in the city to promote not only the advertiser but also the stations themselves.

SPINGARN TERM

Senate Confirms to FTC

SENATE last Thursday confirmed Stephen J. Spingarn as member of the Federal Trade Commission for a term to expire in 1953. His nomination had been reported favorably by the Senate Interstate & Foreign Commerce Committee, and was the subject of a one-day committee hearing Dec. 13 during which no opposition was expressed.

The Senate, meanwhile, also has confirmed Holmes Baldridge, chief of the General Litigation Section of the Justice Dept.'s Anti-trust Division and formerly an FCC attorney, who was nominated by President Truman [BROADCASTING • TELECASTING, Dec. 11] to become Assistant Attorney General in charge of the Claims Division.

Available!

The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a.m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City
KFRM
for Rural Kansas

FOR DEPENDABLE SERVICE
look to ALLIED
for your station supplies

ALL STATION SUPPLIES
Our great in-stock resources (largest in the country) and close contacts with all manufacturers, guarantee the fastest, most complete equipment supply service for the BC and TV engineer.

SERVICE EVERYWHERE. Over 600 stations—coast to coast and border to border—look to dependable ALLIED for their station supplies and accessories.

PERSONAL EXPERT HANDLING. You get exactly what you want—when you want it! All station orders, large or small, get preferred speedy handling. Our Broadcast Division is headed by commercially licensed operators who cooperate intelligently to keep your station running at top efficiency at all times.

GET THIS CATALOG
Send for ALLIED'S 212-page Buying Guide, listing broadcast equipment and supplies ready for *immediate* shipment. Ask to be put on our "Broadcast Bulletin" mailing list.
Write to BROADCAST DIVISION

ALLIED RADIO
833 W. JACKSON BLVD., CHICAGO 7
Call: HAymarket 1-6800

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Commercial manager for successful network station in excellent Iowa market. Salary plus commission. Send complete qualifications, references, picture. Immediate opening. Reply Box 303H, BROADCASTING.

Salesmen

Topnotch salesman. If you would like a small western town and can sell aggressively and smoothly to small town people and still meet agency men, maybe we can use you. Interested in a married man willing to settle here and organize his time and efforts to do a real selling and servicing job. If you have additional abilities such as first class ticket, sports announcing experience, etc., they would be of value. Send us complete details about yourself and we'll tell you more about our opening. Position open immediately. Contact KRPL, Moscow, Idaho.

Salesman: Experienced announcer-producer with sales knowhow. Car required. $75.00 guarantee, commissions. WIBU, Poynette, Wisconsin.

We have an opening for an aggressive, experienced, radio salesman. Our station is growing fast and is the best radio buy in the Tidewater area. You must have a car and be a hard worker. We pay 15% commission against a livable drawing account. Send complete information, or telephone, Earl Harper, WNOR, Norfolk, Virginia.

I need at once good, clean, hard working salesman for Minneapolis regional independent, 14 months old, growing fast. Excellent opportunity right man. Future. Bill Stewart, WPBC, Minneapolis.

Announcers

Wanted, mature, experienced, forceful announcer, strong on sports, news, interviews, commercials. Write full details and expected salary. Box 98H, BROADCASTING.

Experienced sports and staff announcer. Send qualifications, references and disc or tape. Midwest. Box 238H, BROADCASTING.

Announcer: Beginner if good voice and willing to work. Send full information. Box 285H, BROADCASTING.

Announcer. Reliable, experienced. Some control work. Immediate opportunity at central New York network affiliate. Upstater preferred. Good starting salary plus increases over two-year spread. Some talent opportunities. Must have pleasing voice and personality. Capable of handling news and shows. Congenial working and living conditions. Live audition preferred but disc will do. Character and work references required. Give details in first letter. Box 290H, BROADCASTING.

We can use one or two good announcers with first class tickets. Interested in married men with accent on top announcing. Opportunity to work into programming job. Good western town. Contact KRPL, Moscow, Idaho, give complete details, including picture, audition, salary expected and references.

Need two good announcers with first class ticket. Good pay with opportunity for advancement. Paid vacation. Top small market Mutual station. Excellent working conditions. Send complete story including audition. KXEO, Mexico, Missouri.

Announcer-engineer for fulltime Mutual affiliate. Send full information immediately. WPNF, Brevard, N. C.

Need two good announcing voices. Must be experienced. Good money to right men. Wire or call Mr. Davidson, Manager, WRAY, Princeton, Indiana.

Help Wanted (Cont'd)

Wanted: Hard hitting able negro disc jockey, wild, frantic, strictly hep style, jive talk, bouncy lingo, mass appeal, promotion conscious. Ability to sell self on air and in person important. Ad-lib ability to punch commercial necessary. Neat appearance, educated background, ability to work smoothly in south important. Pay based on ability, guarantee, talent, commission, plus bonus. New 1000 watt station in New Orleans starting January 15. Give complete details first letter and include picture. Send audition disc. WBOK, 505 Baronne St., New Orleans, La.

Immediate opening for one staff announcer. And, one announcer with first phone. Will train if short on experience but good potentials. Full details first letter please. Replacing men going in service. WRCS, Ahoskie, N. C.

Wanted: Announcer immediately. Send disc, photo, salary required. WVOT, Wilson, N. C.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Combination engineer-announcer wanted to be chief on 250 watter, plus announcing work. Must have four years experience in both announcing and engineering and must have excellent announcing qualifications. Box 239H, BROADCASTING.

We have openings for two first phone operators. Experience preferred. Give full details first letter. Box 296H, BROADCASTING.

Small market network affiliate interested in application from first class licensed non union engineer capable running turntables and studio controls. No applications from outside New England wanted. Salary $75, forty-hour week. Box 297H, BROADCASTING.

Engineer wanted 5000 watt station, south Atlantic coast, must have automobile. Salary open, replies confidential. Box 302H, BROADCASTING.

Wanted: First class engineer-announcer for combination job at KCOW, Alliance, Nebraska. $52.00 per week. Send audition.

Engineer with announcing capabilities, not necessarily experienced, needed immediately by CBS affiliate. Contact Jim Duncan at KSIL, Silver City, New Mexico.

1st class phone transmitter operator. Experience not necessary. Write, WAND, Canton, Ohio.

Engineers, prefer men experienced 5 kw transmitter. Chief's job open to hard worker who can accept responsibility. Should know directional antenna array. State full data in full confidence. Howard Stanley, WEAM, Arlington, Virginia.

Network affiliate needs combination engineer-announcer. Send full details first letter, Lester L. Gould, WJNC, Jacksonville, North Carolina.

WTOC, Savannah, Georgia has opening for engineer. If interested write Reeve Owen, Chief Engineer, giving data on background, references and photograph.

First class engineer-announcer, Mutual affiliate station, eastern Montana, 45 hour week. Good working conditions, permanent position. Write or wire Post Office Box 1015, Miles City, Montana.

Help Wanted (Cont'd)

Wanted: Two transmitter operators for 250 watt CBS affiliate. Start at $40.00 per week, time and half overtime, paid vacations, insurance benefits. Write Box 730, Indiana, Pa.

Production-Programming, others

Program director, good ad-lib, special events man for only station in city of 50,000. Excellent opportunity for man with ideas and ability. Write at once, giving information on qualifications, draft status and salary requirements. Box 246H, BROADCASTING.

Program director-engineer-announcer, name your salary if you have good selling voice, first phone and want a chance at programming in top rural market in south, efficient but congenial operation, excellent living. Rush disc, background details; WKUL, Cullman, Alabama.

Television

Technical

Experienced TV broadcasting technician for midwestern television station. Experienced AM engineers will be considered in lieu of actual TV experience. Box 309H, BROADCASTING • *TELECASTING.*

Situations Wanted

ATLC graduates now employed in leading positions in radio and television broadcasting field. Alumni employment list furnished upon request. More men with 15 months profound training and experience available. American Television Laboratories of California, 5606 Sunset Blvd., Hollywood 28, Calif.

Managerial

Can you use the services of a mature, creative, hard working, commercially minded radio man, with all-round experience as an announcer, program, production and continuity manager outside of the big city, plus a thorough background in show business and advertising. This man can produce in more than one sense of the word. Desires opportunity with radio station or agency in or near New York City. Box 226H, BROADCASTING.

Manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 245H, BROADCASTING.

Twenty years of constructive radio background. I defy anyone to show a better record or better reference than I can give. Seeks job as manager or sales manager of substantial station. 43 years of age, married, will go any place. Box 264H, BROADCASTING.

Salesmen

Salesman experienced large and small markets. Network and independent. Currently employed major market. Saleable program ideas. Box 300H, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Sportscaster. Exciting play-by-play for topnotch sports area. Experienced in basketball, football, baseball, boxing and wrestling. University graduate. Favorable draft status. Married. Veteran. Authoritative newscasting and announcing of high caliber. Box 3H, BROADCASTING.

Newscaster, 2½ years, including 2 years 5000 watt CBS affiliate. Journalism university graduate. Draft exempt. Box 293H, BROADCASTING.

Situations Wanted (Cont'd)

Baseball man. Available now or spring. Experienced all sports-staff. Box 227H, BROADCASTING.

Windy City announcer seeks hot station to defrost in. 26, two years experience. Station north of 38th parallel need not answer. Box 263H, BROADCASTING.

Girl announcer, first class ticket. Looking for job with money. Box 281H, BROADCASTING.

Early bird, bass voice, 5 years. $55 minimum. Available now. Box 288H, BROADCASTING.

Morning man, thoroughly experienced in all phases of radio and television broadcasting, plenty of lively chatter, humor and friends, would like a job with a live station in Pennsylvania, New York, New Jersey or Connecticut. Write Box 299H, BROADCASTING.

Announcer, no accent except on news, music. Draft exempt veteran. Anywhere. Some experience, disc. Box 305H, BROADCASTING.

Announcer, control board operator, married, draft exempt, 6 months experience, will settle community. References, disc available. Box 306H, BROADCASTING.

Announcer. 14 months experience independent station, 7 months experience in network affiliate. Young, ambitious. Now employed. News, DJ, remotes, general staff. Draft exempt. Prefer midwest, consider good offer anywhere. Box 307H, BROADCASTING.

Draft exempt college grad, wants start as announcer, will travel. Box 312H, BROADCASTING.

Experienced, versatile announcer. Staff announcing, newswriting and newscasting, play-by-play baseball, classical music to hillbilly, special events, dramatics. Know control board. College graduate. Now employed, seek advance. Ray Moore, 107 W. Unaka, Johnson City, Tenn.

Announcer, two years experience, draft exempt. Harold Oyler, 1222-A Oak Street, Kansas City, Missouri.

Experienced announcer-engineer. Age 28 (1st class license). Desires employment in northeastern U.S. Contact Bob Peters, 8 Upland Road, Brookline 46, Mass., Beacon 2-1855.

Technical

Engineer, experience includes 5 years consulting engineering, highly skilled in directional antenna design and performance. Previous experience includes several years as chief engineer. Draft exempt. Box 813G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best references. Box 842G, BROADCASTING.

Engineer. Experienced studio, phasing and directional equipment, maintenance and remotes. Box 952G, BROADCASTING.

Engineer, phone first, complete offer first contact. Box 974G, BROADCASTING.

First phone, ham, complete station experience. Presently employed but seeking employment with a progressing station having opportunities for my future. Box 267H, BROADCASTING.

Engineer experienced on console, tape, recorders, remotes, etc. Available immediately. Veteran. Box 286H, BROADCASTING.

Chief engineer, good announcer. Ten years experience, construction, $85 minimum. Box 289H, BROADCASTING.

Chief engineer, presently employed, experienced in all phases, looking for tough job with progressive station which expects top flight performance from its engineering department. Box 292H, BROADCASTING.

Engineer, G.I., first class phone. Extensive radio-television training. Seeking small AM station employment. Box 301H, BROADCASTING.

First phone, veteran, worked 1 kw, opportunity to learn, east coast. Box 308H, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Engineer, 1st phone, one year experience xmitter, control room and remotes. References, veteran. Box 313H, BROADCASTING.

Technician, 1st license, 1¼ years experience, trans., control board, turn tables, remotes, tape recorder. Box 311H, BROADCASTING.

Engineer, 1st phone, no experience, married, young, ambitious, prefer southern great plains region, available in January. Waldene Meyer, Gaylord, Kansas.

Technician, first license, five years broadcast radio, wide experience associated fields, wants transmitter job. 32, single. Available quickly. Please state requirements. Lewis Sherlock, Box 51, Plainview, Texas.

Production-Programming, others

25 year old vet, no reserve, good draft status. Still single with 8 years experience. Can handle all phases of radio production with accent on special events. Can sell, handle sports and have had success with disc shows. No floater. Am employed but would like to settle. Good references, sober, dependable, experienced in programming and willing to work. Box 268H, BROADCASTING.

Copywriter, young lady, twelve months extensive experience with network affiliate and agency. Congenial, hard worker, capable of snappy, readable commercial copy that sells. Now seeking position with progressive station in New England. Excellent references. Box 295H, BROADCASTING.

Local news, wire re-write, special events. Three years experience 250 w. Presently employed. Six net news shots past year. Want to join news staff on larger station. B. J., A. B., veteran, 27, married, references. Box 304H, BROADCASTING.

Established radio-television producer wishes to recommend former associate. Experienced in all phases of production, with excellent background in announcing, continuity writing, directing, etc. Adaptable for any size station operation. Young, draft exempt, university graduate. Salary open. Top references. Available January first. Box 310H, BROADCASTING.

Television

Managerial

Young radio station manager desires opportunity to learn television production, announcing from bottom. No TV experience; 28, married. Box 294H, BROADCASTING • *TELECASTING.*

Announcers

Television position wanted by experienced radio announcer trained in all phases of TV, graduate of a New York television school and seven years experience in radio. Photo, disc, details or personal interview upon request. Write Box 298H, BROADCASTING • *TELECASTING.*

Production-Programming, others

Los Angeles TV director just returned from European filming trip. Seeking TV production position. Age 28. Excellent references. Background of theatre, radio, film. Specialist in imaginative treatment of department store shows. Will consider creative opportunity in any area. Box 266H, BROADCASTING • *TELECASTING.*

For Sale

Equipment, etc.

916-A General Radio frequency bridge for sale used by consulting engineer. Good condition. $300. Box 235H, BROADCASTING.

Available immediately! Brand new Federal studio console 105A and power supply 124A. Includes special cueing facilities and amplifier. Special price! Box 284H, BROADCASTING.

For sale from Ohio storage, one or two new 250 foot self supporting towers with insulators. Ideal for TV or AM. Available west coast storage, complete lighting equipment for two towers and 80,000 feet #8 ground wire. All at less than market prices. Contact KROW, Oakland, California.

Gates dynamote three channel remote amplifier, complete with carrying case. Like new. $150. WKAM, Warsaw, Ind.

For Sale (Cont'd)

One RCA 69C distortion analyzer used very little and in excellent condition. Real bargain at $250.00. WMVA, Martinsville, Virginia.

1200 feet on reel brand new recording tape at a bargain price of $2.00. Each, each individually packed. Quantity users write for discount price list. Send cash, or money order for as many tapes as you want. Syrena Recording Company, 33 Parker Ave., Passaic, N. J. Prescott 7-7013. Hurry, stock of 5000 is going fast.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Experienced manager considering purchase small market fulltime local station or half of regional, preferably south. References. Box 283H, BROADCASTING.

Equipment, etc.

Equipment wanted. 1000 watt station. Must be bargain. No hurry. Box 208H, BROADCASTING.

FM 250 or 1 kw transmitter with monitors, radiators. No supporting structure needed. All information, lowest cash price air mail. Box 287H, BROADCASTING.

Wanted: Recording equipment, state condition and price. Quote lowest price first letter. G. Monaco, WRAC, Racine, Wisconsin.

Wanted: Equipment for 250 watter including transmitter, monitors, console, antenna. Kelly Bell, Crawford Hotel, Midland, Texas.

Miscellaneous

Attention investors: Would you be interested in promoting a gadget to fit every TV set in America? Box 291H, BROADCASTING.

Note: New or replacement broadcast crystals for Western Electric, RCA, Bliley and other holders; fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3901.

Help Wanted

Announcers

MAJOR MIDWEST MARKET

is ripe for top-grade disk jockey—entertainer. Progressive AM-TV network affiliate promises unlimited future to reliable, promotion-minded personality with proven record of sales success. Preference given to man who can combine live vocal or instrumental talent with platter patter. Send disc or tape with photo and details to

BOX 280H, BROADCASTING

Television

Announcers

TV EMCEE

Live-wire Master of Ceremonies for TV audience participation show wanted by midwest station. Real opportunity. Send background, picture and disc to Box 282H, BROADCASTING • *TELECASTING.*

For Sale

Equipment etc.

For Sale—Complete Gates 1 kw installation excellent condition. Wincharger tower, A-3 lighting. 1000 record library. Office furniture. Philco air conditioner. Now operating. Three years old. Selling pencil sharpeners to transmitter. Best offer. Wire for inventory list. WEEB, Southern Pines, North Carolina.

WGAY PETITION

Seeks Night Operation

WGAY Silver Spring, Md., metropolitan Washington daytimer on 1050 kc with 1 kw, has petitioned FCC for night operation with 500 w. WGAY cited Mexico's failure to participate in the new North American Regional Broadcasting Agreement and expiration of the U. S.-Mexican "gentlemen's agreement" giving that country fulltime use of 1050 kc.

The station explained Silver Spring is now the second largest concentration of population in Maryland and requires a fulltime local outlet since neighboring Washington stations do not fill this need. WGAY petitioned the Commission to amend Sec. 3.25(a) of its rules to permit the operation.

WGAY noted WMGM New York already is using 1050 kc fulltime with 50 kw power and its proposed nighttime operation would not interfere with WMGM.

"At present there is no treaty in force or in effect with Mexico regarding use of radio frequencies," WGAY said, "and petitioner believes that the public interest would now be served by an amendment of the official policy of the U. S. with regard to the gentlemen's agreement."

In May 1949 WGAY filed a similar petition which FCC dismissed last July "in view of pendency of negotiations" for a new NARBA "with several signatories, including Mexico." WGAY noted in its petition that Mexico is not in the new agreement.

RADIO IN CRISIS

Coleson Cites Ad Council Use

RADIO is the first medium of Advertising Council public service efforts because it is quick and flexible and because it permits saturation impressions, Robert C. Coleson, Pacific Coast representative of the Ad Council, told the Seattle Advertising and Sales Club fortnight ago.

With the national organization gearing for war emergency programs, Mr. Coleson noted that network radio can be utilized in a crisis on an hour's notice, and is therefore the first point of contact for quick action. Although the Advertising Council's program allocation schedule calls for weekly network sponsored shows to use a public service plug once every six weeks, some are doing so every week, because of the public relations value, he said.

WTNB CASE

Johnston Appeal Dismissed

JOHNSTON Broadcasting Co.'s second appeal against FCC action in the highly contested WTNB Birmingham, Ala., case has been dismissed by the U. S. Court of Appeals for D. C. as premature since FCC has not yet taken final action on the Johnston bid [BROADCASTING • TELECASTING, Oct. 2, March 6, Jan. 30].

Johnston Broadcasting, licensee of WJLD Bessemer, Ala., and losing applicant for a new outlet at Birmingham on 850 kc, had contended FCC erred in permitting Thomas N. Beach, original WTNB licensee, to correct by amendment the defective verification of his application to switch WTNB from 250 w on 1490 kc to 1 kw night, 5 kw day on 850 kc. It was the final grant of this bid which Johnston appealed in 1949 and which the court remanded to FCC for further proceeding.

Johnston also contended FCC acted illegally to accept the Beach amendment when he is no longer a party to the proceeding and attacked FCC's conclusion that Pilot Broadcasting Corp., new WTNB licensee, could file a substitute amendment to show it as applicant for the change in dispute. Since this matter is still pending further hearing before the Commission, the court indicated it does not have jurisdiction at this time.

Pilot Broadcasting is owned 51% by Mr. Beach and 49% by Roy Hofheinz, Texas broadcaster. Johnston contended before the court that Pilot is a "stranger" to the case. FCC, however, argued Pilot is the legally authorized successor to the original applicant.

WHIZ COVERS FIRE

Nickel Goes Long Way

LONGEST nickel phone call probably ever made around Zanesville, Ohio, was conducted the night of Dec. 9 when WHIZ Zanesville broadcast on the spot reports from the worst fire in the city's history.

The fire burned for several hours in the downtown business district with equipment being sent from as far away as Columbus to fight the blaze. WHIZ had reporters at the scene within five minutes after arrival of the first fire-fighting apparatus.

Before remote broadcasting equipment arrived at the fire, telephone reports from the station's personnel, stationed at a pay phone across the street, were tape recorded at the station and immediately broadcast, interrupting *Dennis Day Show, Grand Ole Opry* and other NBC programs scheduled. Even after remote reports became available, the station continued using the tape recorded telephone commentaries, keeping the phone open from 9:50 p.m. Saturday to 3 a.m. Sunday morning.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
REGULAR WEEK NOV. 5-11, 1950

Current Rank	Previous Rank	Programs	Current Rating Homes %
EVENING, ONCE-A-WEEK (Average For All Programs)			(8.7)
1	1	Lux Radio Theatre (CBS)	20.8
2	2	Jack Benny Show (CBS)	18.9
3	6	Amos 'n' Andy (CBS)	17.6
4	4	Charlie McCarthy Show (CBS)	16.8
5	12	Fibber McGee and Molly (NBC)	14.8
6	5	Godfrey's Talent Scouts (CBS)	13.8
7	11	Mr. Chameleon (CBS)	13.6
8	39	Our Miss Brooks (CBS)	13.4
9	3	My Friend Irma (CBS)	13.3
10	22	Red Skelton (CBS)	13.2
EVENING, MULTI-WEEKLY (Average For All Programs)			(5.0)
1	1	Beulah (CBS)	9.5
2	3	Oxydol Show (CBS)	8.7
3	6	Lowell Thomas (CBS)	8.2
WEEKDAY (Average For All Programs)			(5.2)
1	3	Arthur Godfrey (Ligg. & Myers) (CBS)	9.5
2	1	Romance of Helen Trent (CBS)	8.2
3	6	Ma Perkins (CBS)	8.0
4	7	Wendy Warren and the News (CBS)	8.0
5	2	Our Gal, Sunday (CBS)	7.8
6	14	Arthur Godfrey (Nabisco) (CBS)	7.7
7	11	Challenge of the Yukon (CBS)	7.5
8	22	Arthur Godfrey (Gold Seal) (CBS)	7.4
9	10	Big Sister (CBS)	7.3
10		Arthur Godfrey (Toni) (CBS)	7.1
DAY, SUNDAY (Average For All Programs)			(3.1)
1	1	True Detective Mysteries (MBS)	7.9
2	2	Shadow (MBS)	7.8
3	3	Martin Kane, Private Eye (MBS)	6.7
DAY, SATURDAY (Average For All Programs)			(5.2)
1	1	Armstrong Theatre (CBS)	10.2
2	3	Stars Over Hollywood (CBS)	9.2
3	2	Grand Central Station (CBS)	9.0

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for home listening only 1 to 5 minutes.

RADIO INSTITUTE

Georgia Group To Meet

FEATURING subjects of practical interest to Georgia broadcasters and radio students, the Georgia Radio Institute will hold its sixth annual session in the Henry W. Grady School of Journalism, U. of Georgia, Athens, April 5-7, 1951.

The Radio Institute is sponsored jointly by the Grady School and the Georgia Assn. of Broadcasters. Date for the session was announced by "Red" Cross of WMAZ Macon, chairman of the Institute Committee, and Dean John E. Drewry of the Grady School, following a meeting between the committee and the GAB in Macon.

Ray Ringson, WRDW Augusta, GAB president, announced that the Institute Committee, in addition to Mr. Cross, would include former Gov. Ed Rivers, WGOV Valdosta; L. H. Christian. WRFC Athens; A. D. (Jess) Willard, WGAC Augusta; and Billy Woodall, WDWD Dawson.

Two advisory committees also have been formed. One of these is made up of radio instructors from those Georgia colleges offering broadcasting majors to their students. It consists of Worth McDougald and A. Mell Lunceford Jr., Grady School, U. of Ga.; Raymond B. Nixon and Bradford Ansley, Emory U.; and Miss Joyce Miller and Mrs. Anne Griffin, Wesleyan College.

The other advisory committee is composed of former Institute chairmen, among whom are Wilton Cobb, WMAZ Macon; Dwight Bruce, WTOC Savannah; Marcus Bartlett, WSB Atlanta; Allen M. Woodall, WDAK Columbus; and Lewis Doster, WGAU Athens.

Proposed subjects for the Institute meeting include religious broadcasting, news, television, sales, advertising, promotion, policy, and women in broadcasting.

J. C. Cites WJR

WITH the presentation of a resolution citing WJR Detroit for outstanding public service the Detroit Junior Board of Commerce urged the FCC to grant the G. A. (Dick) Richards' station a license renewal. The presentation, approved by the executive committee, was made by Carl Z. Millen, president of the Jaycees, to Worth Kramer, vice president and general manager of WJR, at the December luncheon meeting of the organization. The resolution pointed out that Mr. Richards has been a leader in the community. Copies of the resolution are being sent to the FCC and to President Truman.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

GUYANT NAMED

To Head Conlan & Assoc.

JOHN GUYANT, a vice president of Robert S. Conlan & Assoc., Inc., Kansas City, Mo., last Tuesday was elected president of the radio and television research firm, succeeding Robert S. Conlan, founder, who died Dec. 12. [BROADCASTING • TELECASTING, Dec. 18].

At an emergency session of directors, Gladys G. Conlan also was named secretary-treasurer to succeed Mr. Guyant. Erwin Stern will remain as director of sales and public relations.

Expressing appreciation for sympathy messages received from clients, who confirmed continued support of company policies, Mr. Guyant pledged that no changes of any kind were contemplated in the near future.

Mr. Guyant, originally a partner with Mr. Conlan, became vice president when the business was incorporated in 1946. He has been actively managing the company since Mr. Conlan suffered a heart attack two years ago.

Utilities' Role

PANEL discussion on the role of the nation's utilities in the event of enemy attack will highlight the winter meeting of the American Institute of Electrical Engineers, slated for the Statler Hotel, New York, Jan. 22-26. The discussions will delve into the "operation of power, communication, and transportation utilities under military attack," with the country's leading engineers and scientists scheduled to attend. Sessions will be sponsored by communications and other institute committees. Functions of utilities will be aired in an all-day panel meeting Jan. 23, according to H. H. Henline, institute secretary.

PERRY WOLFF, writer for WBBM Chicago, received award from Mayor Martin H. Kennelly for his work in human relation by writing *The Quiet Answer*. Program dealt with minority groups of area.

Feature of Week

(Continued from page 16)

May 17, 1948. A truck hove into sight along a Maryland highway, piled high with an assortment of pipes. Mr. Lewis pulled up the truck in front of the Community church and some 700 pipes were quickly disgorged, Mr. LeSourd relates. "Kids swarmed in from every direction, armed with brushes, buckets of water and glass wax. . . . The youngsters bathed and polished pipes, handling delicate parts with a tenderness reserved for a precious possession."

The project then was transferred to the Lewis basement for sandpapering of pipes, cutting of leather diaphragms for pneumatics and twisting of wires around contact pins. The total of 15,000 needed electrical connections seemed staggering, Mr. LeSourd narrates.

At that time, according to Mr. LeSourd, Joe Whitefield, a Washington lawyer, stepped into the picture and he and Mr. Lewis "voiced over 1,000 pipes, separating them into various ranks, testing them again and again for just the right sound."

In November the process of moving the parts from the Lewis basement to the church began. It was soon discovered that that part of the church would have to be redesigned before the organ would fit. Walls were knocked down, choir pews were respaced.

Final Adjustments

On Dec. 23, the organ, now installed, needed endless adjustments, Mr. LeSourd recounts. Mr. Lewis worked far into the night and all the next day with the organ tuner. But on Christmas Eve, Mr. Lewis took his place at the organ and nodded to Mervill Dean, local merchant stationed inside the organ loft to manipulate the swell shades that regulate the sounds. At 7 p.m. the New York radio technician nodded to Choirmaster Lewis.

That was the picture on Dec. 24, 1948, as the strains of "Adeste Fidelis" floated majestically through the small church and the junior choir marched down the aisle garbed in maroon and white gowns, big black collars and white windsor ties. Recalling the nostalgia of the broadcast Mr. LeSourd wrote:

"Tonight their singing was reaching out across the country victoriously because this was music with love and heart and soul. And parents looked upon their youngsters with new respect. That Christmas Eve a little bit of heaven itself crept into the church by the side of the road."

CBC Meeting

JANUARY meeting of the board of governors of Canadian Broadcasting Corp. will be held at Montreal, Jan. 11 and 12. Agenda for the meeting has not been announced, but main public business is expected to be on applications for new AM stations and share transfers of a number of stations.

FCC Actions

(Continued from page 76)

Applications Cont.:

TV Albuquerque, N. M. to 4-1-51; WPIX New York to 7-8-51; WHAM-TV Rochester, N. Y. to 8-4-51.

License for CP

WNAC-TV Boston, Mass.—License for CP new commercial TV station.

December 20 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KTBI Tacoma, Wash.—Designated for hearing application to change facilities of KTBI from 810 kc 1 kw-D to 850 kc 500 w-N, 1 kw-D, change trans. location and install DA-N, in a consolidated proceeding with application of KOA for CP to replace vertical ant. of station KOA Denver, and to mount FM ant. on AM tower; said hearing to be held in Washington on Feb. 14, 1951, and ordered that all party respondents and party intervenors to proceeding on application of KOA shall be parties only with reference to application of KBC.

WLCK Campbellsville, Ky.; Clark-Montgomery Bcstg. Co. Inc., Winchester, Ky.—On petition of WLCK designated for consolidated hearing at Washington on Feb. 19, 1951, application of Clark-Montgomery Bcstg. Co. Inc., for new station on 1450 kc 250 w unl., with application of WLCK for mod. CP to specify trans. site, studio site and ant. system filed to satisfy condition of original grant for new station on 1450 kc 250 w unl.; made by WMOH Hamilton, Ohio, party to proceeding.

KIWW Good Neighbor Bcstg. Co. Inc., San Antonio, Tex.; Winter Garden Bcstg. Co., Crystal City, Tex.—Designated for hearing in consolidated proceeding to be held in Washington on Feb. 19, 1951, application of KIWW to change facilities from 1570 kc 250 w limited time to 1240 kc, 250 w. unl., with application of Winter Garden for new station on 1240 kc 250 w unl. made by ORA Bryan, Tex., party to proceeding.

Action Set Aside

KCHC El Paso, Tex.—By order set aside Commission action of Nov. 14, denying application for extension of completion date from Nov. 28, 1950 to Jan. 28, 1951, to complete construction of new station on 860 kc 500 w-D, authorized by, and designated for hearing in Washington on Jan. 22, 1951 said application for extension of completion date.

Application Granted

KSD St. Louis, Mo.—On petition reconsidered, removed from hearing docket, and granted application, as amended, for CP to permit use of old trans. for aux. purposes with 5 kw-D, 1 kw-N.

Modification of CP

WBUD Trenton, N. J.—Granted mod. CP to make technical changes to reduce interference to WFBM Indianapolis; engineering conditions include provision to guard against mutually objectionable radiation problems with WTTM Trenton, N. J.

KTHT Houston, Tex.—Granted mod. CP to make changes in DA, subject to condition that properly designed phase monitor be installed in trans. room as means of continuously and correctly indicating amplitude and phase of currents in several elements of DA system.

December 20 Applications . . .

ACCEPTED FOR FILING

License for CP

KVOL Lafayette, La.—License for CP AM station to change frequency, increase power etc.

AM—730 kc

KWRE Warrenton, Mo.—CP AM station to change from 730 kc 250 w D to 730 kc 500 w D.

AM—920 kc

KJSK Columbus, Neb.—CP AM station to change from 900 kc 1 kw D, 500 w N to 920 kc 1 kw unl.

Modification of CP

KOOS Coos Bay, Ore.—Mod. CP change frequency, increase power etc. for extension of completion date.

License Renewal

Request for license renewal AM station: WKLA Ludington, Mich.; KBMW Breckenridge, Minn.; KSGM St. Genevieve, Mo.; WCRK Morristown, Tenn.

Modification of CP

Mod. CP FM station for extension of completion date; WRBI Blue Island, Ill.; KCBC-FM Des Moines; KTSA-FM San Antonio, Tex.

WWJ-TV Detroit—Mod. CP commercial TV station for extension of completion date to 3-1-51.

TENDERED FOR FILING

AM—1420 kc

KTOE Mankato, Minn.—CP AM station to change from 1420 kc 1 kw unl. to 1420 kc 5 kw unl. DA-N.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO DECEMBER 21

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,230	2,196	123		258	135
FM stations	676	526	153	1*	150	6
TV stations	107	53	56		374	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

WMAW Milwaukee—Adopted final decision application for license to cover CP and afforded applicant not more than 90 days to wind up affairs. See story this issue. Decision Dec. 20.

KEYY Pocatello, Ida.—Adopted final decision granting license renewal. Story this issue. Decision Dec. 20.

KWTO Springfield, Mo.—Adopted final decision to grant power increase from 5 kw day, 1 kw night to 5 kw fulltime with directional antenna, operating on 560 kc. Decision Dec. 20.

INITIAL DECISION

Lakeland Bcstg. Corp., and John R. Tomek, Wausau, Wis.—Announced initial decision by examiner Basil P. Cooper to grant application of Lakeland Bcstg. Corp., for new station on 1230 kc, 250 w fulltime at Wausau and to deny application of John R. Tomek for same facilities. Decision Dec. 15.

ORDERS

KOB Albuquerque, N. M.—By order granted further extension of time to and including Feb. 1, 1951, in which to modify contract with New Mexico College of Agriculture and Mechanics Arts, to comply with rules pertaining to reservation of time upon sale of station. Order Dec. 20.

WTNJ Trenton, N. J.—Adopted an order looking to revoking license of WTNJ effective Jan. 10, 1951. If licensee makes written application on or before Jan. 5 order will stand suspended until conclusion of hearing. Application for transfer of control from Charles E. and Julie V. Leow to Erling C. Olsen, trustee, placed in pending file. See story this issue. Order Dec. 20.

Non-Docket Actions . . .

AM GRANTS

Columbia, Ky.—Tricounty Radio Bcstg. Corp., 1270 kc, 1 kw day. Estimated construction cost $15,827. Principals in corporation include: Owen Guy Wooten, Wooten's Recreation Hall and restaurant, 11% plus; Shiley Clayton Bybee, owner Bybee's grocery store, 11% plus; there are twenty-eight minor stockholders, all local residents. Granted Dec. 20.

Walnut Ridge, Ark.—Southern Baptist College, 1320 kc, 1 kw day. Estimated construction cost $9,300. Applicant is a non-profit incorporated educational institution. Principals include: president of the board Fred Carter, engaged in banking, cotton ginning and farming; H. E. Williams, president Southern Baptist College and Ben Lincoln, teacher, secretary. Granted Dec. 20.

TWO AM and two FM authorizations reported deleted last week by FCC. Total withdrawals to date since Jan. 1: AM 35; FM 104; TV 3.

WOPT Scriba, N. Y.—Palladium-Times Inc. License Dec. 12. Request of licensee.

WEEB Southern Pines, N. C.—Sandhill Community Bcstrs. Inc. License Dec. 12.

WOPT-FM Scriba, N.Y.—Palladium-Times Inc. License Dec. 12.

KOCY-FM Oklahoma City, Okla.—Plaza Court Bcstg. Co. CP Dec. 11. Lack of interest in FM in area.

TRANSFER GRANTS

WBYS-AM-FM Canton, Ill.—Granted acquisition of control of Fulton County Bcstg. Co., licensee, by Harold R. Winsor through purchase of 9 sh. of stock from Cyril L. Fetterer, reducing Mr. Fetterer's holdings from 2½% to less than 1%, thereby increasing Mr. Winsor's holdings to 99% plus. Consideration is $900. WBYS is assigned 1560 kc, 250 w day. Granted Dec. 14.

WCBA Corning, N. Y.—Granted transfer of control in Wellsboro Corning Bcstg. Advertisers Inc., licensee from Lawrence A. Woodin to Paul I. Carpenter for consideration of $45,000. Mr. Woodin retires to devote his time to his theatre enterprises. Mr. Carpenter prior to transfer was 50% owner WCBA. WCBA is assigned 1 kw day on 1350 kc. Granted Oct. 14.

KLWN Lawrence, Kan.—Granted assignment of CP from Loula Mae Harrison, executrix of estate of L. C. Harrison tr/as Lawrence Bcstg. Co., for $3,000 to Lawrence Bcstrs. Inc., new firm. Lawrence Bcstrs. Inc., includes: Edwin A. Abels, owner-publisher Lawrence Outlook, president, 15.15%; A. P. (Duke) D'Ambra, commercial photographer, vice president, 18.18%; Arden Booth, former general manager KDAN Oroville, Calif., and program director WREN Topeka, Kan., general manager-secretary, 9.09%; John Skie Jr., treasurer, 3.03%; H. M. Booth, director 15.15%. There are seven minor stockholders. KLWN is assigned 500 w day on 1320 kc. Granted Oct. 14.

KVAS Astoria, Ore.—Granted assignment of license of Clatsop Video Bcstrs., to new partnership of same name with change in partners and partnership interests. Leroy E. Parsons, 80% owner sells 29% to Elmer W. Littlehales and James W. Spencer for $6,955. Richard Denbo, 20% owner disposes of his interest to other three for $3,750. Mr. Spencer is a salesman-announcer and Mr. Littlehales is production manager. KVAS is assigned 250 w day on 1050 kc. Granted Dec. 19.

KFPW-AM-FM Fort Smith, Ark.—Granted assignment of license from Southwestern Hotel Co., licensee, to Tulsa Bcstg. Co., for consideration of $50,000. Transfer effective Dec. 31. Tulsa Bcstg. Co., is licensee KTUL Tulsa, Okla. KFPW is assigned 1400 kc, 250 w fulltime. Granted Dec. 20.

WEVE Eveleth, Minn.—Granted assignment of license of Ridson Inc., licensee, to Carl Bloomquist for consideration of $30,000. Mr. Bloomquist is general manager of the station. WEVE is assigned 1340 kc, 250 w fulltime. Granted Dec. 20.

KGON Oregon City, Ore.—Granted acquisition of negative control in Clackamas Bcstrs. Inc., licensee, by John A. Fitzgibbon and wife and Irwin S. Adams and wife through purchase of 33⅓% interest of E. Roy Jarman for $11,560. KGON is assigned 250 w fulltime on 1230 kc. Granted Dec. 14.

WKID-AM-FM Urbana, Ill.—Granted assignment of license from James M. Strand, trustee in bankruptcy to Kemper-Fabert Inc. Assets of station were purchased at auction sale from trustee for $9,700. Granted Dec. 14.

WXNJ (FM) Plainfield, N. J.—Granted transfer of control in WXNJ Inc., licensee from Stavid Engineering Inc., Harold O. Bishop, W. T. Wright and George B. Morgan to Buel Inc., Lucien M. Merle, Marie B. Merle, W. Frank Howard, E. M. Schirrippa and Salvador Diana for $3,999. WXNJ is assigned Chan. 280 (103.9 mc). Granted Dec. 14.

New Applications . . .

TV APPLICATIONS

Wichita, Kan.—E. V. Yingling, Virgil S. Browne Jr., Willis L. Hartman and Nestor R. Weigand d/b as Sunflower Television Co., Ch. 3 (60-66 mc), ERP 16.3 kw vis., 8.15 kw aur., 455 ft. ant. Filed Dec. 21.

Cheyenne, Wyo.—Bill Tomberlin, Ch. 11 (198-204 mc), ERP 2.49 kw vis., 1.245 kw aur., 318.6 ft. ant.; estimated cost of construction $163,000, first year operating cost $85,000, revenue $70,000. Applicant is oil investor, has TV bid pending at Casper, Wyo. Filed Dec. 21.

TV Station Outlook

(Continued from page 63)

needs and industry in California generally is absorbing this supply. Material shortage and credit control will have the effect of giving strength to the production of the essentials and, in any event, conditions reflect a steady business gain for San Francisco and its environs for the coming year."

Mr. Dumm

Mr. Hoag

Robert B. Hoag, sales manager, KTSL (TV) Hollywood, looks for a substantial revenue year for television—possibly a 30% increase—but feels that "in view of present labor negotiations it is not possible at this time to estimate the percentage of increased operational expenses."

Anticipating greater TV activity from dry goods, food, petroleum and soap firms, especially in the national network and national spot fields, Mr. Hoag expresses belief that "radio and television both should enjoy a very healthy increase in billing in the Southern California area."

The slant of one college TV station operator is given by Richard B. Hull, radio-TV director of the Iowa State College outlet, WOI-TV Ames, Iowa, who foresees a duplication of the 1941-42 pattern in broadcasting and in general business. He terms prospects "good" for Iowa, an agriculture area primarily and manufacturing center secondarily.

"TV stations will do even better (than bigger, well-managed AM stations) but the 'freeze' situation—and the prospect of a merely nominal 'freeze-lifting' in view of war emergency—make clear-cut predictions difficult," Mr. Hull believes.

....for the finest in professional tape recording equipment

STANCIL-HOFFMAN

HOLLYWOOD 38, CALIFORNIA

LIMIT METALS USE

NPA Blueprints Cuts

FLAT limitations on the use of three strategic materials—copper, aluminum and steel—in certain auxiliary electronic products were blueprinted by the government last week, with manufacturers facing further curtailment of civilian set production after Jan. 1.

It was learned that the National Production Authority is preparing "conservation" or control orders which would outlaw use of these scarce metals in such specific items as indoor-outdoor TV antennae and aerials, steel towers, and possibly others.

NPA has drawn up a classified list of about 350 items on which it will crack down by prohibiting use of the materials after a specified date.

It was understood, however, that the limitations would not apply to radio and television receivers to the component parts, such as tubes, condensers and resistors, which are contained in the final end products.

It was felt that, inasmuch as civilian output of radio-TV towers and transmitters already has fallen off in favor of defense orders, limitations governing their manufacture would be largely academic.

NPA also disclosed last week that some 100 electronics firms—makers of tubes, resistors, capacitors, etc.—have applied to the government for "adjustment" of previous orders cutting back aluminum, copper and cobalt. With availability of satisfactory substitutes already scarce, set and parts manufacturers thus are confronted with a virtual impasse [BROADCASTING • TELECASTING, Dec. 18].

In another move along the government front, NPA last week indicated that it will bear down on agreements governing use of copper scrap which, when processed through smelting, serves to fill the purpose of the basic metal.

Stringent Cutbacks

The proposed conservation orders —which in effect amount to 100% cutbacks in makeup of some electronic products — will represent the first such stringent action NPA has taken its allocation program. Heretofore, the agency has simply required producers and others to fill certain military needs, with industry permitted to channel the remaining supply into uses it had deemed best. No restrictions had been placed on certain items.

The manufacturing industry also faces the prospect of being hard pressed to meet defense requirements when orders finally come through on a large scale. Radio-Television Mfrs. Assn. already has urged NPA to ease restrictions on raw materials where the defense effort would not be impaired to permit the industry to function on an operating basis.

The imminent conservation orders would have the effect of allocating both military and civilian electronics orders for war use. Gen. Harrison had assured the communications-electronics fields they would receive all available materials to at least sustain maintenance functions.

Meanwhile, NPA also ordered a 20% cut in the civilian use of tin during next February and March. Conservation orders on that material also will be issued shortly, officials announced, adding that the supply is not sufficient to last in 1951.

Officially NPA last week said only that the "growing needs for copper, aluminum, steel and other vital materials will affect the manufacture" of radio and television sets, and other household appliances.

Officials conceded that an order affecting the use of copper in the manufacture of household appliances is "now being prepared." They gave no other details. Announcement was made following a meeting of NPA officials with the Radio, Television and Household Appliance Wholesale Advisory Committee (see separate story) during which radio-TV and other shortages were discussed.

Another order, governing distribution of certain electrical components for defense and the nation's communications system, was issued by NPA last Tuesday. The directive seeks to equalize the distribution of defense orders among electric component and parts manufacturers.

Each manufacturer would be required to divert for defense up to 50% of all electronic tubes (if it is the sole producer). Ceiling of 25% on tubes (not including power tubes) for military use was set when produced by two or more companies. Military requirements also would command 25% of fixed composition resistors.

Current production of receiving tubes is running at the annual rate of about 400 million while annual output of resistors currently approximates 1¼ billion, NPA officials noted.

Meanwhile, the U. S. production effort was moving ahead on the government level, with the appointment of Charles E. Wilson, former president of General Electric Co., spearheading the revitalized rearmament program. Mr. Wilson was sworn in last Thursday as director of the Office of Defense Mobilization and then announced the appointment of Gen. Lucius Clay, New York civil defense chief, and Sidney Weinberg, former vice chairman of the old War Production Board, as special assistants.

As mobilization director, Mr. Wilson, who headed the World War II production agency, will have responsibility for coordinating activities dealing with production, allocation, selective service, manpower, wage stabilization, etc.

CIVIL DEFENSE

Radio-TV's Role Outlined

AMID sentiment for fast passage of President Truman's Civil Defense program, the nation's lawmakers last week heard a graphic description of the role radio-TV broadcast stations are expected to play in the event of an attack on the Continental U. S.

The subject was pursued during House discussion last week on the President's request for authority to back up his newly-established Federal Civil Defense Administration.

The outline was given by Rep. Carl Durham (D-N. C.), chairman of the House Armed Services subcommittee which reported the Administration plan and sped it to the House where it won overwhelming approval, 247-1.

Against the backdrop of renewed interest in "radio silence" and the question of electronic emissions which could serve as "homing" devices for enemy aircraft—and the Defense Dept.'s proposal to control radio-TV beams (see separate story)—Rep. Durham told House colleagues that CD planning would "make full use of the broadcasting stations of the country—in backstopping the nation's alerting system."

Washington was rife last week with speculation over the "radiation" issue touching on such facets as directional finders, guided missiles, and homing possibilities inherent in AM, FM and TV transmission. And while Congress debated legislation (the Senate was slated to bring the bill up Friday), Civil Defense Administration officials were hard-pressed to explain the apparent contradiction between the President's designation of communications as the "nerve system" of defense and the Defense Dept.'s far-reaching plan to control radio beams in any crisis, not limited solely to formal declaration of war.

Civil Defense officials reminded that the President already has power to seize radio-TV stations under the Communications Act, and also were concerned lest the President, or his top-level communications advisors, usurp functions within the immediate domain of the CD Administrator.

Electronic emissions problems also arose on another front last week. It was learned that officials of WMAL-AM-TV-FM Washington had conferred with FCC on technical matters relating to broadcast transmissions.

On Capitol Hill the House reported out a bill which tightened up language relating to the powers of the Civil Defense Administrator on grounds that his authority was "too far-reaching" in the original version.

Similarity Cited

Both the House version (HR 9798) and the measure (S 4268) reported by the Senate Armed Services Committee, similar in content, call for a $3.1 billion program over a three-year span, with the federal government providing about half (54%) of the outlay. A sum of $32 million was set aside for communications equipment [BROADCASTING • TELECASTING, Dec. 18, 11].

With the government bearing most of the share for communications, the Administrator would be authorized to establish such systems as required and make use of existing ones, including government installations and commercial systems.

Rep. Durham's reference to broadcast stations' role in emergency situations came on the heels of the announcement by CD Administrator Millard Caldwell setting a basic code of public air raid warning signals to be used by states and cities in the event of enemy attack.

Rep. Durham explained on the House floor:

"Inasmuch as it is desired to retain the confidential aspect of the yellow alert, some device must be employed to make the broadcasting stations activate special receivers owned by key civil defense officials but, at the same time, to prevent the receivers in general use by the public from picking up the information."

This can "easily be done," he added, by transmitting sub-audible tones over broadcasting stations—tones not detected by listeners but only apparent to key civil defense personnel manning special alert receivers [BROADCASTING • TELECASTING, Nov. 21, 1949].

A Red alert is the public warning indicating "imminent danger" of air attack, it was explained, with key warning stations operated by the Continental Air Command.

Furthermore broadcast stations would be utilized after air raids have passed as a means of disseminating advice to citizens and reuniting members of families.

"In this way the full possibilities of our present broadcasting system can be utilized to the best advantage, and at the same time two-way mobile and portable radio equipment which can be taken directly to the scene of the disaster will be used when needed," Rep. Durham asserted.

The Civil Defense Administration stressed, however, that the basic code for public use encompasses only the "red" alert and the "all clear" signal.

XUM

RCA, CBS

(Continued from page 21)

ry generally, I am interested in our reactions to the complaints made by these broadcasters.

When you can find the time, I would appreciate your frank comments on the problem.

With warm personal regards.

arnoff Reply

Thank you for your letter of ug. 17 in which you quote from letter you have received from a roadcaster on the subject of the fforts of the Assn. of National Advertisers to obtain a reduction in ound broadcasting network rates. n July, ANA advised NBC that it ad prepared a study on the subject f network radio rates and invited BC to attend a meeting on July 6 to discuss the study. Representtives of other networks were also nvited. Naturally, NBC declined o attend a meeting at which rates ould be discussed with its cometitors. The other networks took he same position and the meeting as not held. On July 28, the ANA ent to NBC a copy of the study hich was to have been the subject f discussion at the meeting. I eel sure you have received a copy rom the broadcasters who have ritten you, since I understand the tudy was widely circulated to roadcasters.

The facts do not justify a reduction in network rates. An advertiser today is paying the same network radio rates he paid in 1940, although the number of radio families has increased from 28 million o 40 million, and the number of ets from 45 million to 86 million. nder normal circumstances a rate crease for network radio would ave been clearly justified by this rger circulation alone, to say othing of the increase in operatg costs. During this same period, dvertising rates in competitive edia have gone up steadily. Within the past month, for example, ate increases have been announced y many leading national magazines including the *Saturday Evening Post*, the *Ladies Home Journal* and *Time*. Network radio today is the lowest in cost of all national advertising media and no reduction is called for.

Television rates, on the other hand, have been substantially increased during the last two years as the number of sets has grown. While many television stations are in or nearly in the black, the television networks are still operating at substantial losses because it is the network, not the station, that pays most of the enormous new costs of television program production. These include greatly increased amounts for studios, special studio equipment, facilities for scenery and stage properties and inter-city connections. Television rates will have to be increased further if television network broadcasting is to operate on a sound and profitable basis.

As you know from the discussions we have had since you assumed the Chairmanship of the Committee, I feel deeply that this is a public interest question of the greatest importance. The indispensable role which television is destined to play in public education and morale and civilian defense activities in the stressful times ahead, is a newly recognized factor which should cause all of us to give serious thought to this problem. That is one reason I suggested a National Radio Highway which would reduce inter-connection charges in my letter of July 26 to Sen. McFarland, a copy of which I sent you. There may be other ways in which the government can help, such as providing means for a sharing of the cost of public service network programs.

I do not mean to imply that the independent broadcaster is less important than the networks. Indeed, I agree with your correspondent that he is the backbone of the broadcasting business. Any solution of broadcasting problems which did not fulfill his needs would be no solution at all.

I am grateful for this opportunity you have given me to comment on the subject covered by your letter. As always, it is a pleasure and privilege to explore with you these questions which are of such importance to every citizen.

With cordial personal regards.

Stanton Reply

In response to your letter of Aug. 17 regarding rumors of proposed reductions in AM broadcast advertising rates, I want to report that insofar as CBS is concerned, there is nothing to such rumors.

Over the course of many months, we have been approached by a number of advertisers and advertising agencies requesting AM rate adjustments and the reason given in each instance has been the inroads of television. We have not acceded to any of these requests. In July, the Radio & Television Committee of the Assn. of National Advertisers formulated a report on the effect of television on AM listening habits and requested meetings with the nationwide networks to discuss the situation as it affected the values of AM advertising. (Copies of the ANA report and the letter inviting CBS to participate in a meeting with the ANA committee are enclosed.)

We declined to attend the meeting and no meeting was held.

As I am sure you are aware, CBS is almost entirely dependent upon its revenues from AM broadcasting as our television operations are still substantially in the red and our income from the manufacture of phonograph records is not significant to our overall picture. It would be foolhardy for us to do anything which might jeopardize or diminish the value of aural broadcasting.

Our record indicates our determination to enhance and preserve AM broadcasting as the widest and most effective mass circulation advertising medium known to date. For example:

(1) We have invested very heavily in AM programs, both in the acquisition of outstanding popular personalities such as Jack Benny, and in the far more numerous radio programs developed by CBS itself. This policy stems from our belief in the future of radio. CBS has invested more money in the development of programs than any other network. We have not pulled in our horns or sold AM short.

(2) May 12 this year we held a clinic in New York City attended by the managers of our AM affiliates located in cities which had television stations for the express purpose of outlining program, sales and promotion technique which would enable those stations to compete most effectively with television in their own markets. I am enclosing a copy of the agenda of that meeting. It was the unanimous opinion of all who attended that it was one of the most effective meetings we had ever held.

Item 4 on this agenda, "What CBS is Doing to Sell Radio," featured a presentation, "Radio's Extra Profit Margin." A copy is enclosed. Fifteen hundred copies of this were made available to our affiliates, their sales representatives, or network advertisers and their agencies.

(3) We have analyzed for clients the values of AM network broadcasting and have kept our affiliated stations informed. An example is the enclosed copy of a letter dated May 23, 1950, which I sent to all our affiliates and which enclosed an analysis made for an advertiser on May 12.

From this you will see that our program ratings are up. The number of families reached is up and CBS enjoys the lowest cost per thousand of any network and the greatest margin of economy over any printed medium.

(4) The result of our continuing all-out belief in aural broadcasting and the steps which we are constantly taking in order to enhance its values have, as you might expect, resulted in favorable circulation and sales pictures for us.

Every month for the past 18 months, Columbia's nationwide AM audiences—averaged for day and night—have run 20% ahead of the second network. These ratings are based on the Nielsen Radio Index, the only nationwide measurement service subscribed to by all four networks. CBS' AM network is enjoying an increase of sales over 1949 of approximately 7% and it is the only AM network which is showing an increase over last year.

I would be happy to give you any additional information which you may desire.

I would like to emphasize that Columbia's growth and position of leadership has been possible only because of income from aural broadcasting. Without the income which flows from doing an outstanding job in that area, we would not have been able, for example, to make the efforts we have to bring color television to the public. We, at least, cannot afford to operate AM at a loss.

upcoming

ec. 27-30: Mid Centuary Conference of the Speech Assn. of America, Hotels Commodore and Roosevelt, New York.

n. 19: NAB TV Convention, Hotel Stevens, Chicago.

n. 23: Academy of Television Arts and Sciences annual dinner, Ambassador Hotel, Los Angeles.

n. 26-27: South Carolina Broadcasters Assn., Columbia, S. C.

n. 31-Feb. 2: NAB Board Meeting, Bellevue-Biltmore Hotel, Bellaire, Fla.

eb. 16-17: First Annual Regional Television Seminar, WAAM (TV) Baltimore.

pril 11: Brand Names Day 1951, Hotel Commodore, New York.

pril 15-19: NAB Convention, Hotel Stevens, Chicago.

pril 20-21: Southwestern IRE Conference, Southern Methodist U., Dallas.

Richards Named

ROBERT K. Richards, director of public affairs for the NAB, has been appointed NAB staff representative on the Broadcast Advisory Council by Justin Miller, president of NAB and BAC chairman. Next meeting of the council is slated for shortly after Jan. 1. Mr. Richards and Ralph W. Hardy, NAB government relations director, will formulate plans for the meeting. The council held its first meeting in Washington Dec. 14, when the 19 members met with President Truman and other government leaders to discuss radio-TV's role in the nation's economy and the preparedness program [BROADCASTING • TELECASTING, Dec. 18].

Mr. Richards

AF EQUIPMENT

$600 Million Earmarked

NEARLY $600 million worth of electronics, communications and other major procurement equipment was earmarked for the U. S. Air Force last week in a supplemental defense funds bill reported out by the Senate Appropriations Committee for action by the upper chamber.

The committee approved a sum of $583,900,000 for that equipment, as well as over $2 billion covering electronics-communications equipment and detection-warning systems for aircraft and related procurement. The group also set aside $470,000 for "operation, maintenance and improvement" of the Army Dept.'s Alaska Communication System.

RENEWAL PROCEDURE

Simplification Proposed

CHANGES in license renewal procedure were proposed by FCC last week to simplify paperwork and administration for stations and the Commission itself. In principle, FCC would:

● Require filing of license renewal applications for all stations (AM, FM, TV) 90 days prior to expiration of the license sought to be renewed, in lieu of the present 60-day provision.

● Determine expiration dates on a geographical basis so that licenses of stations in a contiguous area would expire at the same time, eliminating much duplication where ownership of FM or TV outlets is involved along with AM.

● Extend the initial license period of FM stations up to three years instead of the present one-year provision.

TV licenses presently are for one year only and FCC indicated no change is contemplated at the present.

AM and FM stations are divided into 18 groups of contiguous states, according to the proposal, while TV stations are divided into six groups of states.

Deadline for comments on the new rules was set for Feb. 15 with replies due March 1.

Expiration dates for all three services presently expire on a schedule determined by assigned frequency. Under a system based on geographical location the work load would be more evenly distributed through the year, the Commission explained.

Many AM Affiliates

FCC's notice stated about 85% of all FM stations are owned and operated by licensees which also own AM stations while many of the TV licensees also are AM and FM operators. The notice explained that since all inquiries directed to the qualifications of a licensee are equally applicable to AM, FM or TV, "the proposal would eliminate unnecessary duplication resulting from the existing procedure of considering these applications at different times."

"The proposed plan would also facilitate the consideration of common problems sometimes presented by stations located in contiguous areas," the Commission said.

Additional advantages to the industry by simultaneous filings of applications, FCC said, would be that yearly equipment performance measurements which must be made during the four-month period preceding the date of filing applications for renewal of licenses could be made simultaneously for a licensee's AM and FM facilities. Similarly, program data would be filed at the same time and, since a licensee is required to file with the renewal application a balance sheet dated within 90 days of the execution of the renewal application, only one balance sheet would have to be prepared by the licensee, FCC noted.

The proposed new rules and expiration schedules, based on assumption of Feb. 1, 1951, adoption (further revision would be made for different base date), follow:

Proposed Rules

1. Sec. 1.320(a) of the Commission's Rules is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of license of a broadcast station shall be filed at least 90 days prior to the expiration date of the license sought to be renewed; and each application for renewal of license of a non broadcast station shall be filed at least 60 [4] days prior to the expiration date of the license sought to be renewed. No application for renewal of license of a broadcast station will be considered unless there is on file with the Commission the information currently required by Secs. 1.341 to 1.344, reference to which by date and file number shall be included in the application.

2. Sec. 3.220(a) of the Commission's Rules is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of an FM broadcast station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of license of an FM broadcast station will be considered unless there is on file with the Commission, the information currently required by Secs. 1.341-1.344 of this chapter, reference to which by date and file number shall be included in the application.

3. Sec. 3.620(a) is proposed to be amended as follows:

(a) Unless otherwise directed by the Commission, each application for renewal of a television station license shall be filed at least 90 days prior to the expiration date of the license sought to be renewed (Form FCC No. 303). No application for renewal of license of a television broadcast station will be considered unless there is on filed with the Commission the information currently required by Secs. 1.341-1.344 of this section, reference to which by date and file number shall be included in the application.

4. Sec. 3.34(a) of the Commission's Rules is proposed to be amended as follows:

(a) All standard broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule† and at three-year intervals thereafter: [1]

5. Sec. 3.218(a) of the Commission's Rules is proposed to be amended and Sec. 3.218(b) is proposed to be deleted as follows:

(a) All FM broadcast station licenses will be issued for a normal license period of three years. Licenses will be issued to expire at the hour of 3 a.m., EST in accordance with the following schedule‡ and at three-year intervals thereafter: [1]

6. Sec. 3.618 of the Commission's Rules is proposed to be amended as follows:

All television broadcast station licenses will be issued for a normal license period of one year. Licenses will be issued to expire at the hour of 3 A.M., EST in accordance with the following schedule* and at one year intervals thereafter: [2]

† See Schedule A.
‡ See Schedule B.

[1] Renewals of licenses will be granted for the period specified in the rule; *Provided, However*, that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is 6 months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the ful period provided for in the rule; or if the Commission requires additional in formation it may require the filing of renewal application (FCC Form 303).

[2] Renewals of licenses will be granted for the period specified in the rule; *Provided, However*, that if as a result of the transition from the present schedule to the proposed schedule the period for which a license is renewed is 4 months or less the licensee may within 30 days of the expiration date of such renewed license file, in lieu of renewal application (FCC Form 303), a written application under oath for the next renewal of license which shall consist of (1) a request that its license be renewed and (2) a statement that no substantial changes have been made in its operations or in its plans for future operations since its last renewal application; or if changes have been made or proposed a statement specifying such changes. Upon review of such statement the Commission may grant a renewal of license for the full period provided for in the rule; or if the Commission requires additional information it may require the filing of renewal application (FCC Form 303).

[4] The 60-day requirement does not apply to amateurs.

* * *

SCHEDULE A
AM and FM Stations

Expiration Date** Month Year		Number of AM & FM Broadcast Authorizations* AM	FM	Total
April 1951	1. Del.	5	3	8
	2. Pa.	111	63	174
		116	66	182
June 1951	3. Md.	22	18	40
	3(a). D. C.	7	8	15
	4. Va.	57	20	77
	5. W. Va.	58	15	53
		124	61	185
Aug. 1951	6. N. C.	93	42	135
	7. S. C.	42	11	53
		135	53	188
Oct. 1951	8. Fla.	75	21	96
	8(a). P. R.	25	0	25
	8(b). V. Is.	3	0	3
		103	21	124
Dec. 1951	9. Ala.	71	14	85
	10. Ga.	76	22	98
		147	36	183
Feb. 1952	11. Ark.	34	7	41
	12. La.	42	16	58
	13. Miss.	43	5	48
		119	28	147
April 1952	14. Tenn.	57	13	70
	15. Ky.	43	12	55
	16. Ind.	45	20	65
		145	45	190
June 1952	17. Ohio	69	45	114
	18. Mich.	63	25	88
		132	70	202
Aug. 1952	19. Ill.	74	46	120
	20. Wis.	55	18	73
		129	64	193
Oct. 1952	21. Iowa	52	20	72
	22. Miss.	51	15	66
		103	35	138
Dec. 1952	23. Minn.	49	10	59
	24. N. Dak.	14	0	14
	25. S. Dak.	14	1	15
	26. Mont.	25	0	25
	27. Colo.	35	3	38
		137	14	151
Feb. 1953	28. Kans.	39	6	45
	29. Okla.	46	10	56
	30. Neb.	22	3	25
		107	19	126
April 1953	31. Tex.	183	29	212
June 1953	32. Wyo.	13	0	13
	33. Nev.	10	1	11
	34. Ariz.	25	0	25
	35. Utah	18	3	21
	36. N. Mex.	25	0	25
	37. Ida.	22	3	25
		113	7	120
Aug. 1953	38. Calif.	143	58	201
Oct. 1953	39. Wash.	53	7	60
	40. Oregon	43	8	51
	40(a). Alaska	10	0	10
	40(b). Hawaii	12	0	12
		118	15	133
Dec. 1953	41. Conn.	27	11	38
	42. Maine	16	2	18
	43. Mass.	51	28	79
	44. N. Hamp.	12	4	16
	45. R. I.	11	5	16
	46. Vt.	9	0	9
		126	50	176
Feb. 1954	47. N. J.	20	13	33
	48. N. Y.	95	56	151
		115	69	184
	Total	2295 [1]	740 [2]	

SCHEDULE B
TV STATIONS

Expiration Date Month Year**		Number of TV Broadcast Authorizations*
April 1951	1. De'a.	1
	2. Pa.	7
	3. Tenn.	2
	4. Ky.	2
	5. Ind.	2
	6. Tex.	6
		20
June	7. Md.	3
	7(a). D. C.	4
	8. Va.	2
	9. W. Va.	1
	10. Ohio	12
	11. Mich.	6
	12. Wyo.	0
	13. Nev.	0
	14. Ariz.	1
	15. Utah	2
	16. N. Mex.	1
	17. Ida.	0
		32
August	18. N. C.	2
	19. S. C.	0
	20. Ill.	5
	21. Wis.	1
	22. Calif.	11
		19
October	23. Fla.	3
	23(a). P. R.	0
	23(b). Virgin Is.	0
	24. Iowa	2
	25. Miss.	2
	26. Wash.	1
	27. Ore.	0
	27(a). Alaska	0
	27(b). Hawaii	0
		8
December	28. Ala.	2
	29. Ga.	3
	30. Minn.	2
	31. N. Dak.	0
	32. S. Dak.	0
	33. Mont.	0
	34. Colo.	0
		7
	35. Conn.	1
	36. Maine	0
	43. Mass.	2
	44. N. Hamp.	0
	45. R. I.	1
	46. Vt.	0
		4
Feb. 1952	47. Ark.	0
	48. La.	1
	49. Miss.	0
	50. Kans.	0
	51. Okla.	2
	52. Neb.	2
	53. N. J.	1
	54. N. Y.	13
		19

NOTE: Foregoing schedules dates are based on assumption of final adoption of proposed rules on or before Feb. 1, 1951. In event proposed rules are finally adopted after that date schedules will be revised accordingly.

[1] 2,118 Licenses
177 CPs.
[2] 493 Licenses
247 CPs.

* Broadcast authorizations (as of June 9, 1950) set forth to show application of proposed rule.

** All licenses expire on first day of month specified.

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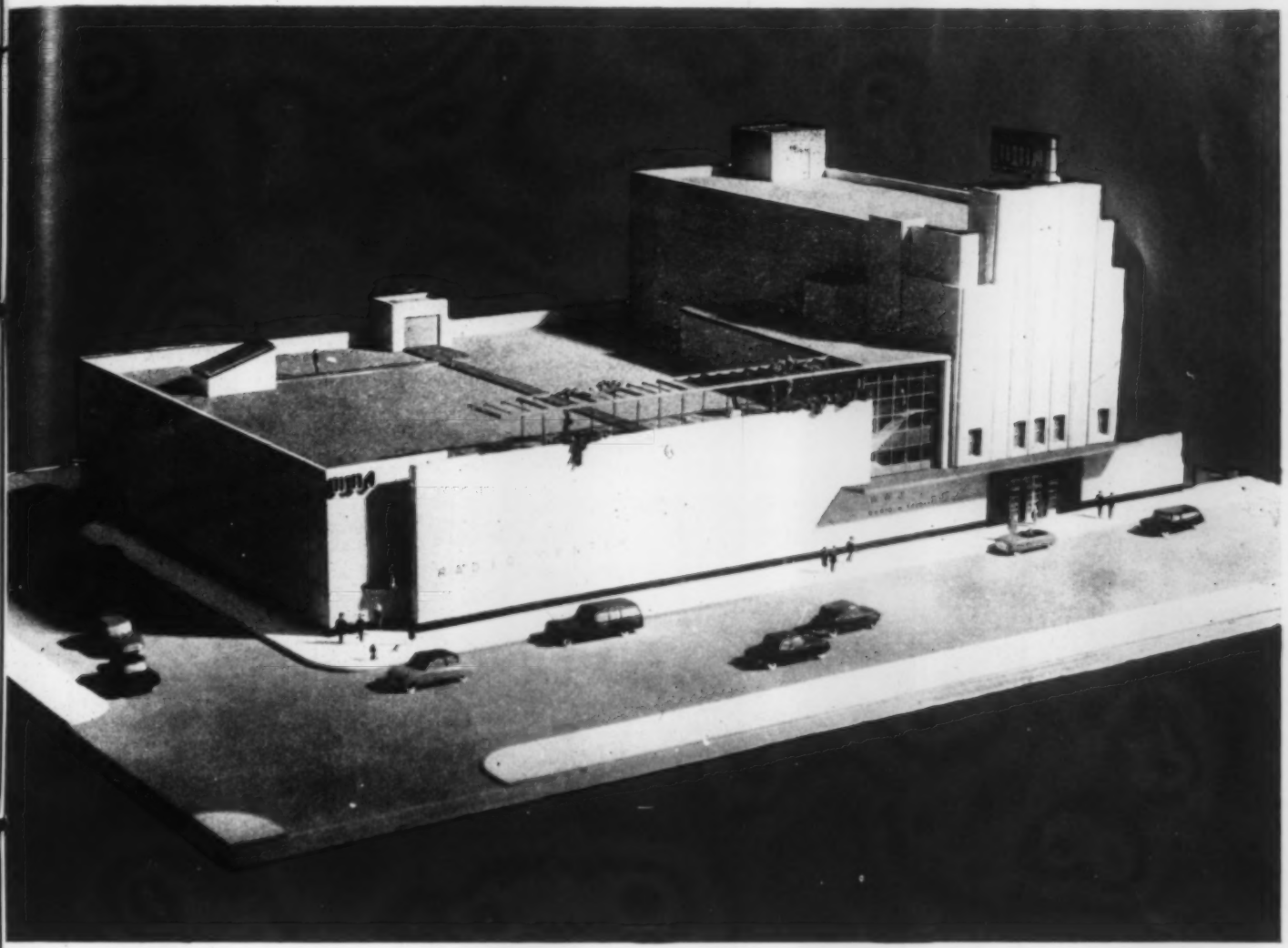

TV takes more giant strides upward in Detroit . . .

Ground has been broken for WWJ-TV's beautiful new television studio building, adjoining present WWJ studios. Scheduled for completion in the spring, the combined buildings will give Detroit a great Radio Center.

The facilities housed in this new building will be in keeping with the importance of television as a selling medium in the Detroit market and WWJ-TV's position as the Number One television station.

Because WWJ-TV is 2 years ahead, and always 2 steps ahead, Detroiters tune to WWJ-TV first just as advertisers turn to WWJ-TV first for results.

FIRST IN MICHIGAN

WWJ-TV

NBC Television Network

Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

New RCA Theatre Television System projects 15 x 20 foot pictures of television programs.

Giant size Television—"shot from a Barrel!"

You've seen television. Now you'll see it in its finest form—giant projections of special events, transmitted *only* to theatres on private wires or radio beams to make movie-going *better than ever!*

Success of the system comes from a remarkable RCA kinescope, and something new in projection lenses. The kinescope, developed at RCA Laboratories, is in principle the same as the one on which you see regular telecasts. But it is *small*—only a few inches in diameter—and produces images of high brilliance. These are magnified to 15 x 20 feet by a lens system like those used in fine astronomical telescopes.

Because of its size and shape, the new projector is referred to by engineers as the "barrel." It's already going into theatres, where you'll be seeing giant television—shot from a barrel.

* * *

See the latest wonders of radio, television and electronics at RCA Exhibition Hall, 36 West 49th Street, N. Y. Admission is free. Radio Corporation of America, RCA Building, Radio City, New York 20, New York.

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